

storage locations in response to at least one command, said method comprising the steps of:

receiving an information transmission;  
detecting embedded data on said information transmission;  
selecting a specific datum of said detected data; and  
storing said selected datum at a storage location of a storage device that is not communicating or outputting data to said television monitor, said step of storing enabling the storage device to communicate or output said selected datum to a processor in response to a control signal and said television monitor to display in television programming at a selected time processed information of said selected datum.

DD/cont 154. (New Claim) The method of claim 153 further comprising the step of identifying said selected datum.

Pub Day 155. (New Claim) The method of claim 154 wherein said step of identifying comprises the step of comparing at least a portion of the selected datum to previously stored information describing a plurality of data.

156. (New Claim) The method of claim 154 wherein said step of storing comprises the step of storing said selected datum and identification information identifying the selected datum at a storage location of a storage device to enable the subsequent identification of the selected datum based on the identification information.

157. (New Claim) The method of claim 156 further comprising the steps of:

receiving a control signal;

detecting the control signal; and

performing the following steps in response to detecting the control signal:

(a) identifying the storage location storing the selected datum based on the stored identification information;

(b) outputting the selected datum from its storage location to a receiver station processor;

(c) processing the selected datum; and

(d) displaying the processed datum on the television monitor.

158. (New Claim) The method of claim 157 wherein said step (c) comprises the step of processing the selected datum to generate one or more graphics; and

said step (d) comprises the step of displaying the one or more generated graphics on the television monitor.

159. (New Claim) The method of claim 156 wherein said step of storing comprises the steps of:

embedding identification information in the selected datum, said identification information identifying the selected datum; and

storing said selected datum and its embedded identification information at a storage location of a storage device to enable the subsequent identification of the selected datum based on the identification information.

160. (New Claim) The method of claim 154 further comprising the step of storing information indicating the storage location storing the selected datum.

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161. (New Claim) The method of claim 153 wherein said step of storing comprises storing said selected datum in a file at a storage location of a storage device that is not communicating or outputting data to said television monitor, said step of storing enabling the storage device to communicate or output said selected datum to a processor in response to a control signal to process said datum and display said processed datum.

162. (New Claim) The method of claim 153 further comprising the steps of:

receiving software or computer instructions from a remote source;  
storing said software or computer instructions to program or reprogram a computer at the receiver station, said computer executing said software or instructions to perform one or more of said steps of detecting, selecting and storing.

163. (New Claim) The method of claim 153 wherein said step of selecting comprises selecting a specific datum of said detected data, said selected datum comprising one from the group of:

a news item;  
stock prices;  
a unit of television or radio programming;  
an identification signal identifying a unit of television or radio  
programming; and  
electronic or computer data.

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164. (New Claim) The method of claim 153 wherein said receiver station  
comprises an intermediate transmission station, said information transmission  
comprises a plurality of units of television programming, each said unit having  
an embedded identification signal identifying the unit of television  
programming, said method further comprises the step of receiving a  
programming schedule designating a time and a channel for communicating a  
plurality of the units of programming;

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said step of detecting comprising the step of detecting the plurality of  
embedded identification signals;

said step of selecting comprises the step of selecting one of the received  
units based on the programming schedule and the embedded identification  
signal of the selected unit.

165. (New Claim) The method of claim 164 wherein said step of  
selecting comprises the steps of:

comparing the identification signals of the received units of programming to the programming schedule; and

selecting one of the units of programming listed in the programming schedule;

said step of storing comprises the step of storing the unit of programming and its identification signal at a storage location to enable the later identification of the unit based on the unit's identification signal.

166. (New Claim) The method of claim 165 further comprising the steps of:

identifying, based on the selected unit's identification signal, the storage location storing the selected unit of programming; and

communicating, under processor control, the selected unit of programming from the storage location to the television monitor or a subscriber in accordance with the programming schedule to display the unit of programming.

167. (New Claim) The method of claim 165 further comprising the steps of:

processing the identification signal by comparing the identification signal to the received programming schedule to determine the time and channel for communicating the unit of programming identified by the identification signal;

outputting the unit of programming identified by the identification signal;  
and

communicating the outputted unit of programming to a receiver station or  
the television monitor to display the unit according to said programming  
schedule.

168. (New Claim) The method of claim 153 wherein said receiver station  
comprises a viewer or subscriber station, said method further comprising the  
steps of:

receiving a control signal; and

performing the following steps in response to receiving the control signal:

outputting the selected datum from the storage location to a processor;

processing the selected datum; and

displaying the processed selected datum on a television monitor.

169. (New Claim) The method of claim 168 wherein said information  
transmission further comprises a unit of television programming, said method  
further comprises the step of displaying the received unit of television  
programming on the television monitor.

170. (New Claim) The method of claim 169, said step of processing  
comprises the step of processing the selected datum to generate a video graphic,  
wherein said step of displaying the processed selected datum comprises the step  
of displaying the generated video graphic, said generated video graphic

conveying user specific information related to said unit of television programming.

171. (New Claim) The method of claim 170 wherein said steps of displaying the generated video graphic and displaying the unit of television programming results in displaying a video image comprising the generated video graphic overlaid on the unit of television programming.

172. (New Claim) The method of claim 153 further comprising the steps of:

receiving a second carrier transmission comprising a unit of television programming and a digital control signal;

outputting at least a portion of the unit of television programming on the television monitor;

detecting the digital control signal;

processing the selected stored datum to generate, under computer control, a user specific graphic;

outputting the generated graphic to the television monitor in response to detecting the digital control signal to present a combined display on the television monitor of the unit of television programming and the user specific graphic.

173. (New Claim) The method of claim 172, further comprising the step of tuning, automatically under computer control, to a predetermined frequency or channel to receive at least one of the carrier transmissions.

174. (New Claim) The method of claim 172 wherein said step of processing comprises the steps of:

reading the datum from the storage location,  
processing the datum according to a previously stored software program to generate a user specific video graphic, said user specific video graphic conveying information related to said unit of programming and specific to the user; and

storing the generated video graphic.

175. (New Claim) The method of claim 172, wherein said embedded data comprises prices for each of a plurality of stock or financial shares;

said step of selecting comprises the step of selecting the prices of the shares in a user's stock or financial portfolio;

said step of storing comprises storing the selected prices of said shares;

wherein said step of processing comprises the steps of:

(a) calculating, under computer control, the performance of the user's stock or financial portfolio based on the received selected prices; and

(b) generating, under computer control, a graphic representing the performance of the user's stock or financial portfolio.

176. (New Claim) The method of claim 175 wherein said step of generating comprises the step of generating a plurality of user specific graphic overlays representing the performance of the user's stock or financial portfolio; said step of outputting the generated graphic comprises the step of sequentially outputting the plurality of user specific generated graphic overlays to the television monitor in response to detecting said control signal, said graphic overlays being user specific by representing the performance of the user's stock or financial portfolio.

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177. (New Claim) The method of claim 153 further comprising the step of selecting one of a plurality of storage devices at the receiver station and selecting a storage location in the selected storage device for storing the received data, wherein said step of storing comprises storing the selected datum at said selected storage location on said selected storage device.

178. (New Claim) A method of processing data at a receiver station, said receiver station comprising a television monitor for displaying television programming, at least one processor and a plurality of storage locations, said method comprising the steps of receiving a carrier transmission; demodulating said carrier transmission to detect an information transmission thereon, said information transmission comprising embedded data and at least one control signal;

detecting said embedded data and said at least one control signal on said information transmission;

selecting at least one datum of said detected embedded data; and

storing said selected at least one datum at a storage location of a storage device that is not communicating or outputting said detected embedded data to said television monitor;

processing said at least one datum in response to said at least one control signal; and

outputting processed information of said at least one datum to a subscriber.

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179. (New Claim) The method of claim 178 wherein said data comprises digital data, said step of demodulating comprises the step of demodulating said carrier transmission to detect an information transmission thereon, said information transmission comprising embedded data, a control signal and television programming;

said method further comprising the steps of:

displaying said television programming on the television monitor;

detecting the control signal in the information transmission;

outputting, in response to detecting said control signal, said selected datum to the television monitor to display the selected datum overlaid on the displayed television programming.

180. (New Claim) A method of processing a signal at a receiver station, said receiver station having a plurality of storage locations, said method comprising the steps of:

receiving a television or radio signal;  
demodulating said received signal to detect an information transmission thereon, said information transmission comprising radio or television programming and embedded data;  
detecting said embedded data in said information transmission;  
selecting a specific datum of said detected data;  
storing said selected datum;  
processing said at least one datum; and  
outputting a control signal containing processed information of said at least one datum.

181. (New Claim) The method of claim 180 wherein said step of receiving comprises the step of receiving a plurality of television or radio signals, each signal comprising embedded data and being received on a different channel or frequency, said step of selecting comprises the step of selecting a datum from each received signal, said step of storing comprises the step of concurrently storing each of the selected datum.

182. (New Claim) The method of claim 181 further comprising the steps of:

receiving a control signal;  
detecting the control signal;  
processing a plurality of said stored datum in response to detecting said control signal.

183. (New Claim) The method of claim 180 wherein said at least one datum designates said radio or television programming, and said control signal controls a tuner to tune a receiver to receive said radio or television programming.

184. (New Claim) The method of claim 180 wherein said processed information identifies at least one of a channel or frequency spectrum contained in said information transmission.

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185. (New Claim) The method of claim 180 wherein said at least one datum includes a discrete signalling appearance, said method further comprising the step of assembling at least one of a processor instruction based on said at least one discrete signalling appearance.

186. (New Claim) The method of claim 180 wherein said receiver station includes a plurality of controllable devices, said method further comprising the steps of:

selecting one of said plurality of controllable devices based on at least one of said at least one datum and said processed information contained in said control signal; and

passing said control signal to said selected one of said controllable devices.

187. (New Claim) The method of claim 186 wherein plurality of devices includes at least one decryptor and said control signal includes code, said method further comprising the step of decrypting at least a portion of said information transmission based on said code.

188. (New Claim) A method of processing a signal at a receiver station having a plurality of storage locations, said method comprising the steps of:

receiving a television or radio signal;

demodulating said received signal to detect an information transmission thereon, said information transmission containing radio or television programming, embedded data, and at least a first control signal;

detecting said embedded data in said information transmission, said embedded data comprising at least identification information identifying programming;

selecting one of said plurality of storage locations;

storing said received television or radio signal.

189. (New Claim) The method of claim 188 further comprising the steps

of:

determining at least one of the following based on processing the embedded data:

(a) when and where to receive the programming identified by the embedded data; and

(b) when and over what channel or frequency to communicate the programming; and

receiving or communicating the programming identified by the embedded data in accordance with said step of determining.

190. (New Claim) The method of claim 189, further comprising the steps of:

receiving a programming schedule designating for each of a plurality of programming at least one of:

(a) when and where to receive the programming; and

(b) when and over what channel or frequency to communicate the programming;

storing said programming schedule;

said step of determining comprises the steps of:

comparing the identification information of the embedded data to the programming schedule; and

determining at least one of the following based on said step of comparing:

(a) when and where to receive the programming; and

(b) when and over what channel or frequency to communicate the programming.

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191. (New Claim) The method of claim 190 wherein said step of receiving a programming schedule comprises at least one of the following steps of:

receiving the programming schedule on a carrier transmission;  
receiving the programming schedule from a local input device; and  
querying a remote computer to obtain the programming schedule from the remote computer.

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192. (New Claim) A method of processing a signal at a receiver station, said receiver station having a plurality of storage locations, each storage location being capable of storing information including one or more television or radio programming units, said method comprising the steps of:

receiving a television or radio signal;  
demodulating said received signal to detect an information transmission thereon, said information transmission comprising a unit of radio or television programming and embedded data;  
detecting said embedded data in said information transmission;  
selecting a storage location;  
storing said programming unit and its embedded data in the selected storage location in response to detecting said embedded data.

193. (New Claim) The method of claim 192 wherein said embedded data comprises an identification signal identifying the unit of programming, said step

of storing comprises the step of storing said programming unit and its identification signal in the selected storage location in response to detecting said identification signal.

194. (New Claim) The method of claim 193, wherein said step of selecting comprises the step of selecting one of a plurality of storage devices, said step of storing comprises the step of storing said programming unit and its identification signal in the selected storage device.

195. (New Claim) The method of claim 194, further comprising the steps of:

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receiving schedule information that specifies for the unit of programming, a time and a channel or frequency to communicate the unit of programming and the identification signal for the unit;

determining when and on which channel or frequency the stored unit of programming should be communicated based on comparing the identification signal of the stored unit of programming to the received schedule information;

selecting the unit of programming that is stored on the selected storage device based on said identification signal;

outputting said selected unit of programming from the selected storage device to communicate said unit according to said schedule information.

196. (New Claim) The method of claim 195 further comprising the step of controlling a switch to connect the selected storage device to a transmitter or

channel modulator to communicate the outputted unit according to said schedule information.

197. (New Claim) The method of claim 195 further comprising the step of logging the communication of said unit of programming based on said identification signal.

198. (New Claim) The method of claim 197 wherein said step of outputting further comprises the step of outputting the unit identification signal with said unit of programming, said step of logging comprises the steps of:

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monitoring the signals and programming output or communicated;  
detecting the outputting or communicating of the unit identification signal;  
recording the identification signal of the unit of output or communicated, and the time and channel of communication.

199. (New Claim) The method of claim 192 further comprising the step of logging or recording the receipt of the television or radio signal.

200. (New Claim) The method of claim 192 further comprising the step of logging or recording the receipt of the embedded data and its storage location.

201. (New Claim) A method of processing a signal at a receiver station, said receiver station having a plurality of storage locations, each storage location

being capable of storing information including one or more television or radio programming units, said method comprising the steps of:

- receiving a television or radio signal;
- demodulating said received signal to detect an information transmission thereon, said information transmission comprising a unit of radio or television programming and embedded data;
- detecting said embedded data in said information transmission;
- determining, based on said embedded data, whether said received unit of programming should be stored or is designated for delayed communication;
- performing the following steps if said received unit of programming should be stored or is designated for delayed communication:
- (a) selecting a storage location; and
  - (b) storing said programming unit and its embedded data in the selected storage location.

202. (New Claim) A method of processing signals at a receiver station comprising the steps of:

- receiving a multichannel transmission, each received channel transmission comprising information and an identification signal identifying the information or its source;
- scanning a plurality of the channels for a predetermined identification signal that identifies information of interest;
- detecting the predetermined identification signal on one of the channels;

identifying the channel of the detected predetermined identification  
signal;

tuning to the identified channel to receive the information of interest  
based on said step of identifying;

receiving the information of interest; and  
storing the received information of interest.

203. (New Claim) The method of claim 202 further comprising the steps  
of:

processing the received information of interest according to a stored  
software program;

receiving a control signal;

detecting the control signal;

displaying the processed information of interest on a television monitor in  
response to detecting the control signal.

204. (New Claim) The method of claim 202 wherein said step of storing  
comprises the step of storing the received information of interest with  
identification information identifying the information of interest, said method  
further comprising the steps of:

receiving a unit of television programming;

displaying the unit of television programming on a television monitor;

receiving a control signal;

detecting the received control signal; and

performing the following steps in response to detecting the control signal:

- (a) identifying the stored information of interest based on the stored identification information;
- (b) processing the stored information of interest to generate a user specific graphic, said graphic conveying user specific information related to said displayed unit of programming; and
- (c) outputting the graphic to the television monitor present a combined display on the monitor of the user specific graphic and the unit of programming.

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205. (New Claim) An apparatus for processing signals at a receiver station comprising:

a receiver for receiving and demodulating a carrier transmission, said carrier transmission comprising embedded data;

a detector operatively connected to said receiver for detecting the embedded data in the carrier transmission;

a storage device having a plurality of storage locations;

a television monitor; and

a computer operatively connected to said receiver, said detector, said storage device and said monitor, said computer programmed to perform the following steps:

(a) selecting a datum of the detected data;

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- (b) identifying the datum;
  - (c) storing the selected datum in the storage device with an identification signal identifying the datum to enable the subsequent identification of the datum based on the identification signal;
  - (d) receiving information from the detector indicating that the detector has received a control signal, and performing the following steps (e)-(g) in response to said step (d);
  - (e) identifying the stored selected datum based on the stored identification signal;
  - (f) processing the selected datum; and
  - (g) displaying the processed datum on the television monitor.

206. (New Claim) A method of providing data of interest to a receiver station from a remote data source, said data of interest for use at the receiver station in generating or outputting a receiver specific datum, said method comprising the steps of:

storing data at said remote data source;

receiving at said remote data source a query from said receiver station;

transmitting said data from said remote data source to said receiver station in response to said step of receiving said query, said receiver station selecting and storing some of said transmitted data;

transmitting from a second remote source to said receiver station a signal which controls said receiver station to select and process an instruct signal which

is effective at said receiver station to output a stored datum for processing and use with a video image.

207. (New Claim) A method of processing signals at a receiver station having a computer and an output device to deliver at the output device a combined or sequential presentation of a program and a user specific output, said computer having a storage device for storing user data and said output device outputting mass medium programming and other information, said method comprising the steps of:

receiving a broadcast or cablecast information transmission including a first instruct signal which is effective to store a datum for subsequent processing and use with a video image;

storing user data of interest in response to said first instruct signal;

receiving mass medium programming from a programming source and outputting the mass medium programming at said output device;

detecting a second instruct signal and passing said detected second instruct signal to said computer; and

controlling said computer based on said detected second instruct signal, said step of controlling comprising:

- (1) selecting a specific portion of said stored user data of interest;
- (2) communicating said selected specific portion of said stored user data of interest to said output device; and subsequently

(3) ceasing to communicate said specific portion to said output device;

(4) delivering at said output device the combined or sequential output of said received mass medium programming and said selected specific portion of said stored user data of interest in the period of time between said step of communicating said selected specific portion to said output device and said step of ceasing to communicate said selected specific portion to said output device.

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208. (New Claim) A method of controlling one or more of a plurality of receiver stations each of which includes a television receiver, a signal detector, at least one computer or processor, and with each said receiver station adapted to detect the presence of one or more control signals and to input a subscriber reaction to a specific offer communicated in a television program, said method of controlling comprising the steps of:

(1) receiving code or datum at a transmitter station, said code or datum designates a product or service offered in said television program or said subscriber reaction;

(2) receiving one or more control signals at said transmitter station, said one or more control signals at the one or more receiver stations operate to store said code or datum for subsequent processing and use with a video image;

(3) transferring said code or datum or said one or more control signals to a transmitter at said transmitter station at a specific time; and

(4) transmitting said code or datum and said one or more control signal from said transmitter station.

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209. (New Claim) A method of processing signals to control a subsequent presentation of television programming comprising the steps of:

receiving a television signal containing television programming and communicating said television signal to a storage device;

receiving an instruct signal which is to be effective to select and store a datum for processing and use with said television signal;

selecting one of:

(1) a time at which to communicate said instruct signal; and

(2) a location to which to communicate said first instruct signal;

communicating said instruct signal at said selected time or to said selected location; and

storing said television signal and said instruct signal at said storage device, wherein said method processes signals to control said subsequent presentation of said television programming.

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210. (New Claim) A method of communicating data and update material to one or more mass medium programming receiver stations each of which includes a broadcast or cablecast data receiver, a data storage device, a control signal detector, a computer capable of processing data, and with each said receiver station adapted to detect and respond to one or more instruct

signals and to store data for subsequent processing, said method comprising the steps of:

- (1) receiving data to be transmitted and delivering the data to a transmitter;
- (2) receiving one or more instruct signals which at the receiver station are effective to store a datum for subsequent processing and use with a video image;
- (3) transferring said one or more instruct signals to a transmitter; and
- (4) transmitting an information transmission comprising said data and said one or more instruct signals.

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211. (New Claim) An interactive method for data promotion and delivery for use with an interactive mass medium program output apparatus comprising the steps of:

displaying a mass medium program that promotes data, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium program whether said subscriber wants said data promoted in said step of displaying, said interactive mass medium program output apparatus having an output device for outputting said data;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium program

output apparatus having a processor for processing said subscriber reply and controlling delivery of said data in response to instructions;

delivering instructions at said interactive mass medium program output apparatus in response to said step of receiving a reply, said instructions controlling said interactive mass medium program output apparatus;

processing said instructions from said step of delivering, said instructions effective to receive and store said data; and

delivering said data on the basis of said instructions.

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212. (New Claim) The method of claim 211, wherein information evidencing the availability, use or usage of said mass medium program or said data are stored or communicated to a remote data collection station, said method further comprising the step of selecting evidence information that identifies or designates one or more of:

- (1) a mass medium program;
- (2) a use of programming;
- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) a unique identifier datum;

- (10) a source or supplier of data;
  - (11) a publication, article, publisher, distributor, or an advertisement;
- and
- (12) an indication of copyright.

213. (New Claim) The method of claim 211, wherein said instructions incorporate executable code said method further comprising the steps of communicating said executable code to said processor and performing, on the basis of said executable code, one selected from the group consisting of:

- (1) receiving a signal containing said data;
- (2) actuating a video, audio, or print output device, as appropriate, to output said data;
- (3) decrypting at least a portion of said data;
- (4) controlling a selective transmission device to communicate said selected specific output to said selected specific output device;
- (5) generating a receiver specific datum to present with said data; and
- (6) delivering a receiver specific datum at said interactive mass medium program output apparatus simultaneously or sequentially with said mass medium program or said data.

214. (New Claim) A method of presenting user specific programming at a receiver station, said receiver station including a receiver, a detector, a computer, and at least one output device, said method comprising the steps of:

receiving first data and first television programming, said first television programming including audio and being of a duration, only a portion of said duration containing at least a first time interval of specific relevance, at least a first of said first data and said first television programming being received from at least a first remote transmitter station;

delivering at least said audio to said at least one output device for output to a user;

detecting said first data before a first time period during which user specific information will be processed;

delivering said first data to said computer;

generating second data to serve as a basis for delivering said user specific programming by processing at least a first of said first data in said first time period;

selecting third data based on said step of generating said second data;

communicating at least a first of said third data to said at least one output devices before the end of said first time interval of specific relevance; and

outputting said user specific programming, said user specific programming including at least said audio and said at least said first of said third data.

215. (New Claim) A method of delivering user specific programming at one or more receiver stations, each of said one or more receiver stations including a broadcast or cablecast program receiver, an output device, a control

signal detector, a processor operably connected to said output device, and with each of said one or more receiver stations adapted to detect first data and generate second data, said second data to serve as a basis for communicating user specific information, said method of communicating comprising the steps of:

receiving one or more of (i) said first data, and (ii) television programming at one or more transmitter stations, said television programming being of a duration, only a portion of said duration containing a time interval of specific relevance;

transferring said one or more of (i) said first data, and (ii) television programming to one or more transmitters at a specific time; and

transmitting from said one or more transmitter stations one or more information transmissions comprising said one or more of (i) said first data, and (ii) television programming.

216. (New Claim) A method of delivering user specific programming at one or more receiver stations, each of said one or more receiver stations including a broadcast or cablecast program receiver, an output device, a control signal detector, a processor operably connected to said output device, and with each of said one or more receiver stations adapted to detect first data and generate second data, said second data to serve as a basis for communicating user specific information, said method of communicating comprising the steps of:

receiving one or more of (i) said first data, and (ii) television programming at one or more transmitter stations, said television programming being of a duration, only a portion of said duration containing a time interval of specific relevance;

receiving a control signal which operates at said one or more transmitter stations to communicate said one or more of (i) said first data, and (ii) television programming to one or more transmitters to a transmitter; and

transmitting from said one or more transmitter stations one or more information transmissions comprising said one or more of (i) said first data, and (ii) television programming.

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217. (New Claim) A method of presenting user specific programming at a receiver station, said receiver station including a receiver, a detector, a computer, and at least one output device, said method comprising the steps of:

receiving one or more information transmissions containing first data and first television programming, said first television programming being of a duration, only a portion of said duration containing at least a first time interval of specific relevance, at least one of said first data and said first television programming being received from at least a first remote transmitter station;

selecting and delivering said first television programming to said at least one output device for output to said user;

detecting said first data before a first time period during which user specific information will be processed and delivering said first data to said computer;

generating second data to serve as a basis for delivering said user specific programming by processing at least one of said first data in said first time period;

communicating said second data to said at least one output device before the end of said first time interval of specific relevance based on said step of generating second data; and

outputting said user specific programming, said user specific programming comprising said first television programming and said second data.

218. (New Claim) A method of processing signals at at least one receiver station, said at least one receiver station including a computer for at least one of responding to commands and controlling the communication of at least one of signals and information, said method comprising the steps of:

inputting at least one control instruction, said at least one control instruction controlling at least one of the processing and communication of at least one of television, radio, video, audio, data, multimedia, and computer programming, wherein said at least one control instruction includes at least one of:

(a) a switch control instruction to control operation of a switch to control the routing and communication of said at least one of said television, radio, video, audio, data, multimedia, and computer programming;

(b) a timing control instruction to control at least one of the timing and time of communication of said at least one of said television, radio, video, audio, data, multimedia, and computer programming; and

(c) a locating control instruction to at least one of control and allow the computer to at least one of locate and identify said at least one of said television, radio, video, audio, data, multimedia, and computer programming;

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receiving said at least one of said television, radio, video, audio, data, multimedia, and computer programming, wherein said inputted at least one control instruction provides at least one of instruction and information as to the processing of said received at least one of said television, radio, video, audio, data, multimedia, and computer programming;

storing said received at least one of said television, radio, video, audio, data, multimedia, and computer programming; and

storing said at least one control instruction with said at least one of said television, radio, video, audio, data, multimedia, and computer programming to enable the computer to subsequently at least one of communicate and process

said at least one of said television, radio, video, audio, data, multimedia, and computer programming in accordance with said at least one control instruction.

219. (New Claim) The method of claim 218 further comprising the step of:

communicating said stored at least one of said television, radio, video, audio, data, multimedia, and computer programming in accordance with said at least one control instruction.

220. (New Claim) The method of claim 218, wherein said step of storing includes the steps of:

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embedding the at least one control instruction in said at least one of said television, radio, video, audio, data, multimedia, and computer programming; and

storing said at least one of said television, radio, video, audio, data, multimedia, and computer programming and the embedded at least one control instruction.

221. (New Claim) A method of processing signals at a receiver station, said receiver station including a plurality of storage locations and a receiver for receiving at least one of a broadcast transmission and a cablecast transmission, wherein each of said plurality of storage locations is capable of storing programming, and wherein said receiver station has a computer for

communicating said programming selectively between each of said plurality of storage locations, said method comprising the steps of:

inputting at least one of television, radio, video, audio, data, multimedia, and computer programming;

storing said inputted at least one of said television, radio, video, audio, data, multimedia, and computer programming at one of said plurality of storage locations;

receiving a carrier transmission;  
demodulating said carrier transmission to detect an information transmission thereon, said information transmission including at least one control instruction, wherein said at least one control instruction is one of:

- (a) a switch control instruction;
- (b) a timing control instruction; and
- (c) a locating control instruction;

detecting said at least one control instruction on said information transmission, said at least one control instruction providing information as to the processing of said stored at least one of said television, radio, video, audio, data, multimedia, and computer programming;

storing said at least one control instruction at said storage location with said stored at least one of said television, radio, video, audio, data, multimedia, and computer programming enabling the computer to at least one of locate, process, and communicate said at least one of said television, radio, video, audio,

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data, multimedia, and computer programming at a specific time or in a specific manner in accordance with said at least one control instruction.


222. (New Claim) The method of claim 221, wherein said at least one control instruction includes said locating control instruction, wherein said locating control instruction comprises an identification code identifying said at least one of said television, radio, video, audio, data, multimedia, and computer programming stored with said identification code at said storage location.

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223. (New Claim) A method of processing signals at a receiver station, said receiver station including at least one of a television receiver, a radio receiver, a telephone receiver, and a data receiver for receiving an information transmission including programming, said programming including at least one of television programming, radio programming, video programming, audio programming, data programming, multimedia programming, and computer programming, wherein said receiver station also includes a storage location for storing said programming, said method comprising the steps of:

inputting and storing at least one control instruction including at least one of:

- (1) an instruction to contact a remote telephone unit;
- (2) an instruction to look for a signal in a predetermined fashion;
- (3) an instruction to erase information in a recorder;

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- (4) an instruction to decrypt a signal in a specific fashion;
  - (5) an instruction to identify a signal;
  - (6) an instruction to pass a signal externally;
  - (7) an instruction to identify where to pass a signal;
  - (8) an instruction to discard a signal;
  - (9) an instruction to mark a signal;
  - (10) an instruction to assemble a signal string;
  - (11) an instruction to configure a switch;
  - (12) an instruction to transfer a signal;
  - (13) an instruction to store a signal;
  - (14) an instruction to remove a signal;
  - (15) an instruction to add a signal;
  - (16) an instruction to decrypt a signal;
  - (17) an instruction not to decrypt a signal;
  - (18) an instruction to interrupt a signal;
  - (19) an instruction not to interrupt a signal;
  - (20) an instruction informing how to decrypt a signal;
  - (21) an instruction informing how to interrupt a signal;
  - (22) an instruction to turn on an apparatus;
  - (23) an instruction to tune an apparatus;
  - (24) an instruction to hold a signal;
  - (25) an instruction to monitor a signal;

- (26) an instruction to present a signal;
- (27) an instruction to coordinate a signal;
- (28) an instruction to generate a signal;
- (29) an instruction to transmit a signal upon command;
- (30) an instruction to transmit a specific signal;
- (31) an instruction to overlay a signal;
- (32) an instruction to process if a signal is held;

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receiving at least one of a television transmission, a radio transmission, a telephone transmission, and a data transmission, wherein said at least one of said television transmission, said radio transmission, said telephone transmission, and said data transmission includes an information code and one of said at least one control instruction;

detecting said information code and said one of said at least one control instruction in said at least one of said television transmission, said radio transmission, said telephone transmission, and said data transmission, said information code designating at least one of:

- (1) said programming;
- (2) one of a proper use and a designated use of said programming;
- (3) a transmitter station;
- (4) one of said receiver station and a receiver station apparatus;
- (5) a network;

- (6) a broadcast station;
- (7) at least one of a channel and a frequency on a cable system;
- (8) a time of transmission;
- (9) a unique identifier datum;
- (10) at least one of a source of data and a supplier of data;
- (11) at least one of a publication, an article, a publisher, a distributor, and an advertisement;

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storing said detected information code and said detected at least one control instruction together at a storage location to enable a computer at said receiver station to identify and at least one of communicate and process said programming in accordance with said information code and said at least one control instruction.

224. (New Claim) A method of processing signals at a receiver station, said method comprising the steps of:

receiving at least one of television programming and radio programming;  
selecting one of a plurality of storage locations;

storing said at least one of said television programming and said radio programming at said selected one of said plurality of storage locations;

storing an identification signal identifying said at least one of said television programming and said radio programming with said at least one of said television programming and said radio programming at said selected one of said plurality of storage locations;

decoding the stored identification signal;

identifying said selected one of said plurality of storage locations that is storing said at least one of said television programming and said radio programming based on said step of decoding the stored identification signal; and

communicating said at least one of said television programming and said radio programming from said selected one of said plurality of storage locations to a subscriber based on said step of identifying.

225. (New Claim) The method of claim 224, wherein said step of communicating further comprises the step of:

communicating the identification signal and said at least one of said television programming and said radio programming from said selected one of said plurality of storage locations to a subscriber in response to said step of identifying.

226. (New Claim) The method of claim 225, said method further comprising the step of:  
detecting the identification signal communicated from the receiver station to the subscriber.

227. (New Claim) The method of claim 226, said method further comprising the step of:

recording information indicating that said at least one of said television programming and said radio programming was communicated based on said step of detecting the identification signal.

228. (New Claim) The method of claim 227, wherein said step of recording further comprises the step of:

recording information indicating:

- (1) a time when said at least one of said television programming and said radio programming was communicated; and
- (2) one of a channel and a frequency over which said at least one of said television programming and said radio programming was communicated.

229. (New Claim) The method of claim 224, wherein said step of selecting further comprises the step of:

selecting one of a plurality of programming storage devices.

230. (New Claim) The method of claim 229, wherein said step of storing said at least one of said television programming and said radio programming further comprises the step of:

storing said at least one of said television programming and said radio programming on said selected one of said plurality of storage devices; and

storing an identification signal identifying said at least one of said television programming and said radio programming with said at least one of

said television programming and said radio programming on said selected one of said plurality of storage devices.

231. (New Claim) The method of claim 230, wherein said step of identifying further comprises the step of:

identifying said selected one of said plurality of storage devices that is storing said at least one of said television programming and said radio programming based on said step of decoding the stored identification signal.

232. (New Claim) The method of claim 231, wherein said step of communicating further comprises the step of:

communicating said at least one of said television programming and said radio programming from said selected one of said plurality of storage devices to a subscriber in response to said step of identifying said selected one of said plurality of storage devices.

233. (New Claim) The method of claim 224, said method further comprising the step of:

receiving and storing a programming schedule identifying:

- (1) the time when said at least one of said television programming and said radio programming should be communicated; and
- (2) at least one of the channel and the frequency over which said at least one of said television programming and said radio programming should be communicated to said subscriber.

234. (New Claim) The method of claim 233, wherein said step of communicating further comprises the step of:

communicating said at least one of said television programming and said radio programming from said selected one of said plurality of storage locations to said subscriber in response to said step of identifying and in accordance with said programming schedule.

235. (New Claim) The method of claim 224, said method further comprising the step of:

receiving and detecting a signal instructing the receiver station to communicate said at least one of said television programming and said radio programming to said subscriber, wherein said steps of decoding, identifying and communicating are performed in response to said step of receiving and detecting the instructing signal.

236. (New Claim) The method of claim 224, wherein said step of receiving further comprises the step of:

receiving and demodulating a carrier transmission including said at least one of said television programming and said radio programming.

237. (New Claim) The method of claim 224, wherein said step of receiving further comprises the step of:

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loading a prerecorded portion of said at least one of said television programming and said radio programming onto a programming storage/playing device at the receiver station.

238. (New Claim) A method of processing signals at a receiver station, said method comprising the steps of:

receiving at least one of television programming and radio programming;  
selecting one of a plurality of storage locations;

storing said at least one of said television programming and said radio programming at said selected one of said plurality of storage locations;

storing information identifying said selected one of said plurality of storage locations that is storing said at least one of said television programming and said radio programming;

decoding the stored information;

identifying said selected one of said plurality of storage locations that is storing said at least one of said television programming and said radio programming based on said step of decoding the stored information; and

communicating said at least one of said television programming and said radio programming from said selected one of said plurality of storage locations to a subscriber in response to said step of identifying.

239. (New Claim) The method of claim 238, wherein said step of storing information further comprises the step of:

storing information identifying at least one of the distance and the storage location of the beginning of said at least one of said television programming and said radio programming.

240. (New Claim) The method of claim 238, wherein said step of storing information further comprises the step of:

storing information identifying:

(1) at least one of the distance and the storage location of the beginning of said at least one of said television programming and said radio programming; and

(2) at least one of the distance and the storage location of the end of said at least one of said television programming and said radio programming.

241. (New Claim) The method of claim 238, said method further comprising the step of:

embedding an identification signal identifying said at least one of said television programming and said radio programming in said at least one of said television programming and said radio programming, wherein said stored information includes said embedded identification signal, and wherein said step of storing information includes the step of storing said at least one of said television programming and said radio programming with the embedded identification signal at said selected one of said plurality of storage locations.

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242. (New Claim) A method of processing signals at a receiver station,  
said method comprising the steps of:

receiving at least one of television programming and radio programming  
with an identification signal;

embedding the identification signal in said received at least one of said  
television programming and said radio programming;

selecting one of a plurality of storage locations;

storing said at least one of said television programming and said radio  
programming with the embedded identification signal at said selected one of  
said plurality of storage locations;

receiving and storing a programming schedule designating when and on  
what channel or frequency said at least one of said television programming and  
said radio programming should be communicated to a subscriber;  
decoding the stored identification signal;

identifying said selected one of said plurality of storage locations that is  
storing said at least one of said television programming and said radio  
programming based on said step of decoding the stored identification signal;

configuring a switch to allow the communication of said at least one of  
said television programming and said radio programming from said selected one  
of said plurality of storage locations to the subscriber according to said  
programming schedule; and

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communicating said at least one of said television programming and said radio programming from said selected one of said plurality of storage locations to the subscriber via said switch according to said programming schedule.

243. (New Claim) The method of claim 242, said method further comprising the steps of:

detecting the embedded identification signal in said at least one of said television programming and said radio programming communicated from the receiver station to the subscriber during said step of communication; and

recording information indicating that said at least one of said television programming and said radio programming was communicated based on said step of detecting the identification signal.

244. (New Claim) An apparatus located at a receiver station for processing signals, said apparatus comprising:

a programming storage device for storing at least one of radio programming and television programming;

an input device for inputting said at least one of said radio programming and said television programming;

a signal detector operatively connected to said programming storage device for detecting signals stored in said programming storage device;

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a communicator, operatively connected to said programming storage device, for communicating said at least one of said radio programming and said television programming and other information to a subscriber;

a computer operatively connected to the input device, the signal detector and the communicator, wherein said computer is programmed to perform the following steps:

- (a) receiving said at least one of said radio programming and said television programming from the input device;
- (b) receiving information identifying said received at least one of said radio programming and said television programming;
- (c) selecting one of a plurality of storage locations on the programming storage device;
- (d) outputting said received at least one of said radio programming and said television programming to the programming storage device and controlling the programming storage device to store said outputted at least one of said radio programming and said television programming at the selected storage location of the programming storage device;
- (e) outputting the information identifying said at least one of said radio programming and said television programming to the programming storage device and controlling the programming storage device to store the information with said stored at least one of said radio

programming and said television programming at the selected storage location;

(f) causing the signal detector to detect the identifying information stored on the programming storage device;

(g) determining the storage location of said stored at least one of said radio programming and said television programming based on said step (f);

(h) controlling the programming storage device to output said stored at least one of said radio programming and said television programming from the selected storage location to the communicator; and

(i) controlling the communicator to communicate said at least one of said radio programming and said television programming to said subscriber.

245. (New Claim) The apparatus of claim 244, wherein said input device further comprises:

a receiver for receiving and demodulating a carrier transmission including said at least one of said radio programming and said television programming.

246. (New Claim) The apparatus of claim 245, said apparatus further comprising:

a second detector operatively connected to the receiver and the computer for detecting signals in said carrier transmission.

247. (New Claim) The apparatus of claim 246, wherein said second detector detects a signal instructing the computer to store said received at least one of said radio programming and said television programming, and wherein said computer performs at least one of said steps (c) - (e) in response to said second detector detecting said signal instructing the computer to store said received at least one of said radio programming and said television programming.

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248. (New Claim) The apparatus of claim 246, wherein said second detector detects a signal instructing the computer to communicate said stored at least one of said radio programming and said television programming to the subscriber, and wherein said computer performs at least one of said steps (f) - (i) in response to said second detector detecting said signal instructing the computer to communicate.

249. (New Claim) The apparatus of claim 244, said apparatus further comprising a programming storage/playback device for receiving one of tapes and discs containing prerecorded portions of said at least one of said radio programming and said television programming.

250. (New Claim) The apparatus of claim 244, wherein said programming storage device further comprises a plurality of programming storage devices, and wherein said step (c) further comprises the step of:

selecting a first one of said plurality of programming storage devices for storing said received at least one of said radio programming and said television programming.

251. (New Claim) The apparatus of claim 250, said apparatus further comprising:

a switch operatively connected between said plurality of programming storage devices and the communicator for selectively connecting a second one of said plurality of storage devices to the communicator, and wherein said computer is programmed to further perform the step of:

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one of configuring and controlling the switch to connect said second one of said plurality of storage devices to the communicator to allow said at least one of said radio programming and said television programming to be communicated to the subscriber.

252. (New Claim) The apparatus of claim 244, said apparatus further comprising:

a programming schedule input device operatively connected to said computer for:

(a) one of receiving and inputting a programming schedule, said programming schedule designating at least one of a time and a channel and a frequency for communicating said stored at least one of said radio programming and said television programming, wherein said

computer performs said steps (f) - (i) in response to said programming schedule; and

(b) controlling said communicator to communicate said at least one of said radio programming and said television programming over said at least one of said time and said channel and said frequency designated by said programming schedule.

253. (New Claim) The method of claim 244, wherein said computer further comprises said signal detector.

254. (New Claim) A method of controlling a plurality of receiver stations each of which includes a television receiver, a signal detector, and a processor, wherein each of said plurality of receiver stations is adapted to detect the presence of at least one control signal and programmed to process downloadable code, said method comprising the steps of:

(1) receiving, at a transmitter station, at least a portion of said downloadable code which is effective to store a control instruction for subsequent processing and use with at least one of television programming, radio programming, video programming, audio programming, data programming, multimedia programming, and computer programming, wherein said downloadable code has a target processor to process data at each of said plurality of receiver stations;

(2) transferring said downloadable code to a transmitter;

(3) receiving said at least one control signal at said transmitter station, wherein said at least one control signal operates to execute said downloadable code; and

(4) transferring said at least one control signal from said transmitter station to said transmitter, and transmitting at least one information transmission including said downloadable code and said at least one control signal.

255. (New Claim) A method of communicating subscriber station information from a subscriber station to at least one remote data collection station, said method comprising the steps of:

(1) inputting a subscriber reaction at a subscriber station;  
(2) receiving, at said subscriber station, information that designates at least one of:

(a) at least one instruct signal to process; and  
(b) an output to deliver in consequence of said inputted subscriber reaction;

(3) determining the presence of said inputted subscriber reaction at said subscriber station by processing said inputted subscriber reaction;

(4) processing said at least one instruct signal which is effective to store a control instruction for subsequent processing and use with at least one of television programming, radio programming, video programming, audio programming, data programming, multimedia programming, and computer

programming at said subscriber station in consequence of said step of determining; and

(5) transferring, from said subscriber station to said at least one remote data collection station, at least one datum that confirms at least one of:

- (a) delivery of said at least one instruct signal from said step of processing; and
- (b) delivery of said effect from said step of processing.

256. (New Claim) A method of gathering information on the use of at least one of a resource and a control signal at a receiver station, said receiver station having a processor, and a controlled device, and wherein said receiver station transfers said gathered information to a remote station, said method comprising the steps of:

- (1) identifying said at least one of said resource and said control signal which is effective to store a control instruction for subsequent processing and use with at least one of television programming, radio programming, video programming, audio programming, data programming, multimedia programming, and computer programming;
- (2) monitoring said at least one of said resource and said control signal;
- (3) storing a record of the use of said at least one of said resource and said control signal from said step of monitoring; and

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(4) communicating information on said use of said at least one of said resource and said control signal from said step of storing a record from said receiver station to a remote station.

257. (New Claim) A method of controlling a network including a remote intermediate data transmitter station and at least one receiver station, wherein said remote intermediate data transmitter station includes at least one of a broadcast transmitter and a cablecast transmitter for transmitting at least one instruct signal which is effective at said at least one receiver station to instruct one of a computer and a processor, a plurality of selective transfer devices each operatively connected to said at least one of said broadcast transmitter and said cablecast transmitter for communicating data, a data receiver for receiving said data from at least one origination transmitter, a control signal detector, and one of a controller and a computer capable of controlling at least one of said plurality of selective transfer devices, and wherein said remote intermediate data transmitter station is adapted to detect the presence of at least one control signal that controls the communication of said at least one instruct signal, and to deliver at said at least one of said broadcast transmitter and said cablecast transmitter said at least one instruct signal, said method comprising the steps of:

(1) receiving said at least one instruct signal to be transmitted by the remote intermediate data transmitter station and delivering said at least one instruct signal to said at least one origination transmitter, wherein said at least one instruct signal is effective in said network to store at least one control

instruction for subsequent processing and use with at least one of television programming, radio programming, video programming, audio programming, data programming, multimedia programming, and computer programming;

(2) receiving said at least one control signal which at the remote intermediate data transmitter station operates to control the communication of said at least one instruct signal; and

(3) transmitting said at least one control signal from said at least one origination transmitter before a specific time.

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258. (New Claim) A method of controlling a remote transmitter station to deliver a receiver specific output at a receiver station and controlling said receiver station to communicate at least one receiver specific datum to a remote data collection station, wherein said receiver station is remote from said remote transmitter station and said remote data collection station is remote from said receiver station, said method comprising the steps of:

(1) receiving, at the remote transmitter station, at least one instruct signal which operates at the receiver station to:

(a) store a control instruction for subsequent processing and use with at least one of television programming, radio programming, video programming, audio programming, data programming, multimedia programming, and computer programming; and

(b) at least one of assemble and communicate said at least one receiver specific datum to said remote data collection station;

(2) receiving at least one control signal which operates at the remote transmitter station to control the communication of said at least one instruct signal and communicating said at least one control signal to said remote transmitter station;

(3) receiving at least one of a code and a datum designating a specific one of said at least one instruct signal to be transmitted by the remote transmitter station, and wherein said transmitter station transfers said designated specific one of said at least one instruct signal to a transmitter; and

(4) transmitting from said remote transmitter station an information transmission including at least one designated instruct signal, wherein said at least one designated instruct signal is transmitted at at least one specific time or on at least one specific channel in accordance with said at least one control signal.

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259. (New Claim) A method of processing signals at a receiver station to deliver an output to at least one of complete and supplement mass medium programming, said receiver station having a processor, a storage device, and at least one output device, wherein at least one of said at least one output device is adapted to output said mass medium programming, said method comprising the steps of:

(1) receiving said mass medium programming at said receiver station from a mass medium programming source and outputting said mass medium

programming at said at least one output device, said at least one output device adapted to output said mass medium programming;

(2) receiving one of a broadcast information transmission and a cablecast information transmission at said receiver station, wherein said one of said broadcast information transmission and said cablecast information transmission includes at least one instruct signal to direct said output to at least one of complete and supplement said mass medium programming;

(3) detecting said at least one instruct signal in said one of said broadcast information transmission and said cablecast information transmission and passing said detected at least one instruct signal to a processor; and

(4) controlling said processor based on said detected at least one instruct signal, said step of controlling further comprising the steps of:

(a) storing a control instruction for subsequent processing and use to at least one of complete and supplement said mass medium programming; and

(b) directing said output to at least one of complete and supplement said mass medium programming to said at least one output device in consequence of said control instruction.

260. (New Claim) A method of controlling at least one of a plurality of receiver stations each of which includes a mass medium programming receiver, a signal detector, one of at least one computer and at least one processor, wherein each of said at least one of said plurality of receiver stations is adapted to detect

the presence of at least one control signal and to input a subscriber reaction to a specific offer communicated in mass medium programming, said method comprising the steps of:

(1) receiving at least one instruct signal at a transmitter station and delivering said at least one instruct signal to a transmitter, wherein said at least one instruct signal is effective at said at least one of said plurality of receiver stations to store a control instruction for subsequent processing and use with at least one of television programming, radio programming, video programming, audio programming, data programming, multimedia programming, and computer programming;

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(2) receiving at least one of a code and a datum at said transmitter station, wherein said at least one of said code and said datum designates at least one of said control instruction and said subscriber reaction to said offer;

(3) receiving said at least one control signal at said transmitter station, wherein said at least one control signal operates at said at least one of said plurality of receiver stations to execute said control instruction for processing and use with said at least one of said television programming, said radio programming, said video programming, said audio programming, said data programming, said multimedia programming, and said computer programming;

(4) transferring at least one of said code and said datum and said at least one control signal to said transmitter at said transmitter station at a specific time; and

(5) transmitting said at least one instruct signal, said at least one of said code and said datum, and said at least one control signal from said transmitter station.

261. (New Claim) A method of generating and embedding signals to control a presentation, said method comprising the steps of:

receiving programming that contains video information;  
receiving an instruction, said instruction designating supplemental programming material and having effect at a receiver station to store a control instruction for subsequent processing and use with said programming;

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embedding said instruction, said step of embedding translating said instruction to a control signal, wherein said control signal directs an ancillary processor to perform the coordination of said supplemental programming material indicated by said instruction with said programming; and

storing said control signal from said step of embedding, said control signal stored in conjunction with said programming, wherein said supplemental programming material and said ancillary processor are operative to store said control instruction for subsequent processing and use with at least one of television programming, radio programming, video programming, audio programming, data programming, multimedia programming, and computer programming, wherein said method generates and embeds said signals.

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262. (New Claim) A method of controlling at least one of a plurality of receiver stations each of which includes one of a broadcast mass medium programming receiver and a cablecast mass medium programming receiver, at least one output device, a control signal detector, and at least one processor capable of responding to at least one instruct signal, wherein each of said plurality of receiver stations is adapted to detect and respond to said at least one instruct signal, said method comprising the steps of:

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receiving, at one of a broadcast transmitter station and a cablecast transmitter station, said at least one instruct signal which is effective at said at least one of said plurality of receiver stations to store a control instruction for subsequent processing and use with at least one of television programming, radio programming, video programming, audio programming, data programming, multimedia programming, and computer programming;

delivering said at least one instruct signal to a transmitter;  
receiving, at said one of said broadcast transmitter station and said cablecast transmitter station, at least one control signal which at said at least one of said plurality of receiver stations operates to communicate at least one of said at least one instruct signal and said control instruction to a specific processor; and

transferring said at least one control signal to the transmitter, wherein said transmitter transmits said at least one instruct signal and said at least one control signal.

263 A method of communicating one of television signals and radio signals in a network including an origination station that transmits signals, at least one intermediate station that receives and selectively transmits signals, and a subscriber station that receives signals from said at least one intermediate station, said method comprising the steps of:

storing one of television programming and radio programming at a first storage location in said network, said one of said television programming and said radio programming including at least audio;

transferring, under computer control, said one of said television programming and said radio programming from the first storage location to a second storage location at a selected one of said at least one intermediate station;

storing said one of said television programming and said radio programming at the second storage location to enable the selected intermediate station to communicate the stored one of said television programming and said radio programming from the second storage location to a subscriber station;

communicating a programming identification signal from the origination station to the selected intermediate station, said programming identification signal identifying said one of said television programming and said radio programming stored at the second storage location;

detecting, at the selected intermediate station, said programming identification signal communicated from the origination station;

communicating said one of said television programming and said radio programming identified by the programming identification signal from the second storage location to the subscriber station based on said step of detecting said programming identification signal.

264. (New Claim) The method of claim 263, wherein said step of storing said one of said television programming and said radio programming at the second storage location further comprises the steps of:

identifying said one of said television programming and said radio programming;

storing said one of said television programming and said radio programming in a file with identification information identifying said one of said television programming and said radio programming at the second storage location to enable the subsequent identification of said stored one of said television programming and said radio programming.

265. (New Claim) The method of claim 264, wherein said step of storing said one of said television programming and said radio programming in a file further comprises the step of:

embedding the identification information in said one of said television programming and said radio programming prior to said step of storing said one of television programming and said radio with said identification information.

266. (New Claim) The method of claim 264, wherein said step of identifying further comprises the step of:

comparing the identified one of said television programming and said radio programming to previously stored information identifying a plurality of said one of said television programming and said radio programming.

267. (New Claim) The method of claim 263 further comprising the step of:

receiving and storing at the selected intermediate station a programming schedule designating, for a plurality of said one of said television programming and said radio programming:

(a) a time to communicate said one of said television programming and said radio programming; and

(b) at least one of an output channel and an output frequency for communicating said one of said television programming and said radio programming to said subscriber station.

268. (New Claim) The method of claim 267 further comprising the step of:

comparing the detected programming identification signal to the stored programming schedule to determine at least one of a time and a channel and a frequency for communicating said stored one of said television programming and said radio programming.

269. (New Claim) The method of claim 268, wherein said step of communicating further comprises the step of:

communicating said one of said television programming and said radio programming identified by the programming identification signal from the second storage location to the subscriber station:

(a) in response to detecting the programming identification signal;

and

(b) in accordance with said programming schedule based on said step of comparing.

270. (New Claim) The method of claim 263 further comprising the step of:

receiving said one of said television programming and said radio programming from a remote location.

271. (New Claim) The method of claim 263, wherein said step of storing said one of said television programming and said radio programming at the first storage location further comprises the step of:

loading said one of said television programming and said radio programming on a programming storage device.

272. (New Claim) The method of claim 271, wherein said step of loading further comprises:

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loading a tape containing pre-recorded material including said one of said television programming and said radio programming onto a video tape player/recorder.

273. (New Claim) The method of claim 271, wherein said step of loading further comprises:

at least one of loading and storing the one of television programming and radio programming on a video disk storage unit.

274. (New Claim) The method of claim 263, wherein said step of storing said one of said television programming and said radio programming at the first storage location further comprises the steps of:

receiving said one of said television programming and said radio programming at the selected intermediate station;

selecting a first storage location at the selected intermediate station; and

storing said one of said television programming and said radio programming at the selected first storage location.

275. (New Claim) The method of claim 263, wherein said step of storing at a storage location in said network further comprises the steps of:

receiving said one of said television programming and said radio programming at the selected intermediate station;

selecting a first of a plurality of storage devices at the selected intermediate station;

storing said one of said television programming and said radio programming on the first of said plurality of storage devices.

276. (New Claim) The method of claim 275, wherein said step of transferring further comprises the steps of:

selecting a second of the plurality of storage devices at the selected intermediate station; and

transferring, under computer control, said one of said television programming and said radio programming from the first of said plurality of storage devices to a second storage location at the selected intermediate station.

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277. (New Claim) The method of claim 276, wherein said step of storing said one of said television programming and said radio programming at the second storage location further comprises the step of:

storing said one of said television programming and said radio programming at the second of said plurality of storage devices to enable the selected intermediate station to communicate said stored one of said television programming and said radio programming from the second of said plurality of storage device to the subscriber station.

278. (New Claim) The method of claim 277, wherein said step of communicating said one of said television programming and said radio programming further comprises the step of:

communicating said one of said television programming and said radio programming identified by the programming identification signal from the second of said plurality of storage devices to the subscriber station based on detecting the programming identification signal.

279. (New Claim) The method of claim 263 further comprising:  
logging said step of communicating said one of said television programming and said radio programming.

280. (New Claim) The method of claim 263, wherein said step of communicating said one of said television programming and said radio programming further comprises the step of:

communicating identification information identifying said one of said television programming and said radio programming with said one of said television programming and said radio programming from the second storage location to the subscriber station.

281. (New Claim) The method of claim 280 further comprising the step of:

logging the step of communicating said one of said television programming and said radio programming to the subscriber station.

282. (New Claim) The method of claim 281, wherein said step of logging comprises the steps of:

detecting said identification information communicated from the second storage location during said step of communicating said one of said television programming and said radio programming;

recording information indicating that said one of said television programming and said radio programming was communicated to the subscriber station based on said step of detecting the identification information.

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283. (New Claim) A method of communicating one of television signals and radio signals in a network including a plurality of stations, said plurality of stations including an origination station that transmits signals, at least one intermediate station that receives and selectively transmits signals, a plurality of storage devices, and a plurality of subscriber stations that receives signals from said at least one intermediate station, said method comprising the steps of:

storing one of television programming and radio programming at a first storage location at a first one of said plurality of stations in said network, said one of said television programming and said radio programming including at least audio;

transferring, under computer control, said one of said television programming and said radio programming from the first storage location of the first station to a second storage location of a second one of the plurality of stations of the network;

storing said one of said television programming and said radio programming at the second storage location to enable selective transmission of

said one of said television programming and said radio programming from the second station to a third one of said plurality of stations.

284. (New Claim) The method of claim 283, wherein at least one of said first station and said second station includes a selected intermediate station, said first storage location and said second storage location including first and second storage locations at the selected intermediate station, said method further comprising the steps of:

communicating a programming identification signal from the origination station to the selected intermediate station, said programming identification signal identifying said one of said television programming and said radio programming stored at the second storage location;

detecting, at the selected intermediate station, the programming identification signal communicated from the origination station;

communicating said one of said television programming and said radio programming identified by the programming identification signal from the second storage location to at least one of said plurality of subscriber stations in response to detecting the programming identification signal.

285. (New Claim) The method of claim 284 further comprising the step of:

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logging that said one of said television programming and said radio programming was communicated from the second storage location to at least one of said plurality of subscriber stations.

286. (New Claim) The method of claim 285, wherein said step of logging further comprises the steps of:

detecting embedded identification data in the communicated one of said television programming and said radio programming; and

recording information indicating that said one of said television programming and said radio programming was communicated based on said step of detecting.

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287. (New Claim) The method of claim 283, wherein said step of storing at the second storage location further comprises the steps of:

identifying said one of said television programming and said radio programming;

embedding identification data in said one of said television programming and said radio programming, said identification data identifying said one of said television programming and said radio programming;

storing said one of said television programming and said radio programming with the embedded identification data at the second storage location; and

enabling the communication of the one of said television programming and said radio programming from the second station to the third one of said plurality of stations.

288. (New Claim) The method of claim 283, wherein said step of storing at a first storage location includes storing a first and a second one of said television programming and said radio programming on a first of said plurality of storage devices, said step of storing said one of said television programming and said radio programming at a second storage location further comprising the steps of:

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- (a) reordering said first and second one of said television programming and said radio programming into a new order; and
  - (b) storing said first and second one of said television programming and said radio programming on a second of said plurality of storage devices in the new order.

289. (New Claim) A network of stations comprising:  
an origination station including a transmitter for transmitting one of television programming and radio programming with programming identification signals, said one of said television programming and said radio programming including at least audio;  
a plurality of intermediate stations for receiving, processing and selectively retransmitting said one of said television programming and said radio

programming with the programming identification signals received from the origination station, each of said plurality of intermediate stations including:

- (a) a receiver for receiving said one of said television programming and said radio programming with the programming identification signals from the origination station;
- (b) a signal detector for detecting the programming identification signals;
- (c) a plurality of programming storage devices for storing said one of said television programming and said radio programming;
- (d) a computer operatively connected to said receiver, said signal detector and said plurality of programming storage devices, said computer programmed to perform the following steps:
  - (1) identifying said one of said television programming and said radio programming received by said receiver based on the programming identification signal detected by said signal detector;
  - (2) routing the identified one of said television programming and said radio programming to a first of said plurality of programming storage devices;
  - (3) controlling the first of said plurality of programming storage devices to store the identified one of said television programming and said radio programming on the first of said plurality of programming storage devices;

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(4) transferring the identified one of said television programming and said radio programming from the first of said plurality of programming storage devices to a second of said plurality of programming storage devices;

(5) controlling the second of said plurality of programming storage devices to store the identified one of said television programming and said radio programming on the second of said plurality of programming storage devices; and

(6) communicating the identified one of said television programming and said radio programming from the second of said plurality of programming storage devices to a subscriber station;

and

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the subscriber station including a receiver for receiving programming and signals.

290. (New Claim) A network of stations comprising:  
an origination station including a transmitter for transmitting one of television programming and radio programming with programming identification signals, said one of said television programming and said radio programming including at least audio;  
a plurality of intermediate stations for receiving, processing and selectively retransmitting said one of said television programming and said radio

programming with the programming identification signals received from the origination station, each of said plurality of intermediate stations including:

- (a) a receiver for receiving said one of said television programming and said radio programming with the programming identification signals from the origination station;
- (b) a signal detector for detecting the programming identification signals;
- (c) a plurality of programming storage devices for storing said one of said television programming and said radio programming;
- (d) a computer operatively connected to said receiver, said signal detector and said storage devices, said computer programmed to perform the following steps:

- (1) selecting said one of said television programming and said radio programming received by said receiver based on the programming identification signal detected by said signal detector;
- (2) routing the selected one of said television programming and said radio programming to a first of said plurality of programming storage devices;
- (3) controlling the first of said plurality of programming storage devices to store the selected one of said television programming and said radio programming on the first of said plurality of programming storage devices;

(4) transferring the selected one of said television programming and said radio programming from the first of said plurality of programming storage devices to a second of said plurality of programming storage devices;

(5) controlling the second of said plurality of programming storage devices to store the selected one of said television programming and said radio programming on the second of said plurality of programming storage devices; and

(6) communicating the selected one of said television programming and said radio programming from the second of said plurality of programming storage devices to a subscriber station;

and

the subscriber station comprising a receiver for receiving programming.

291. (New Claim) A method of controlling the receipt and processing at a receiver station of mass medium programming, said receiver station including a receiver and a processor, said method comprising the steps of:

receiving, at said receiver, identification signals that identify specific signal content for at least one of a plurality of concurrent one of broadcast signal transmissions and cablecast signal transmissions;

providing a comparison signal to said processor;

comparing said comparison signal to said received identification signals and generating a control signal identifying a desired one of said plurality of

concurrent one of broadcast signal transmissions and cablecast signal transmissions;

tuning the receiver, based on the generated control signal, to receive said desired one of said plurality of concurrent one of broadcast signal transmissions and cablecast signal transmissions; and

performing one of:

(1) responding to an instruct signal detected in said desired signal transmission which is effective to control communication of the mass medium programming;

(2) selecting and storing at least one datum received in said desired signal transmission, said at least one datum in respect of the mass medium programming; and

(3) controlling one of the receiver and a selective transfer device to communicate to one of an output device and a storage device a portion of the mass medium programming received in said desired one of said plurality of concurrent one of broadcast signal transmissions and cablecast signal transmissions.

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292. (New Claim) A method of controlling a network including a remote intermediate mass medium programming transmitter station and at least one receiver station, with said remote intermediate mass medium programming transmitter station including one of a broadcast transmitter and a cablecast transmitter for transmitting mass medium programming, a plurality of selective

transfer devices each operatively connected to said one of said broadcast transmitter and said cablecast transmitter for communicating said mass medium programming, a mass medium programming receiver for receiving said mass medium programming from at least one origination transmitter, a control signal detector, and one of a controller and a computer capable of controlling at least one of said plurality of selective transfer devices, and with said remote intermediate mass medium programming transmitter station adapted to detect the presence of at least one control signal, to control the communication of said mass medium programming in response to said at least one control signal, and to deliver at its one of said broadcast transmitter and said cablecast transmitter said mass medium programming, said method comprising the steps of:

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- (1) receiving said mass medium programming to be transmitted by the remote intermediate mass medium programming transmitter station and delivering said mass medium programming to said at least one origination transmitter, said mass medium programming having at least one of a code and a datum which is operative to identify and control communication of said mass medium programming in said network;
  - (2) receiving said at least one control signal which at the remote intermediate mass medium programming transmitter station operates to control the communication of said mass medium programming; and
  - (3) transmitting said at least one control signal from said at least one origination transmitter before a specific time.

293. (New Claim) A method of communicating programming to at least one receiver station, each of said at least one receiver station including one of a broadcast programming receiver and a cablecast programming receiver, an output device, a control signal detector, a processor operably connected to said output device, and with each said at least one receiver station adapted to detect and respond to at least one instruct signal, said method of communicating comprising the steps of:

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- (1) receiving the programming to be transmitted at a transmitter station and delivering said programming to a transmitter;
  - (2) receiving and storing said at least one instruct signal at said transmitter station, said at least one instruct signal at the at least one receiver station operating to identify and control communication of said programming;
  - (3) transferring said at least one instruct signal to said transmitter; and
  - (4) transmitting from said transmitter station an information transmission including said programming and said at least one instruct signal.

294. (New Claim) An interactive method for data promotion and delivery for use with an interactive mass medium programming output apparatus comprising the steps of:

outputting mass medium programming that promotes a specific fashion of presenting data, said interactive mass medium programming output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium programming  
whether said subscriber wants data presented in said specific fashion promoted  
in said step of displaying, said interactive mass medium programming output  
apparatus having an output device for outputting said data presented in said  
specific fashion;

receiving a reply from said subscriber at said input device in response to  
said step of prompting said subscriber, said interactive mass medium  
programming output apparatus having a processor for processing said  
subscriber reply and controlling delivery of said data in response to instructions;

delivering instructions at said interactive mass medium programming  
output apparatus in response to said step of receiving the reply, said instructions  
controlling said interactive mass medium programming output apparatus;

processing said instructions from said step of delivering, said instructions  
effective to store and subsequently process said data; and

presenting said data on the basis of said instructions.

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295. (New Claim) The method of claim 294, wherein information  
evidencing at least one of the availability, use and usage of one of said mass  
medium programming and said data are one of stored and communicated to a  
remote data collection station, said method further comprising the step of  
selecting evidence information that one of identifies and designates at least one  
of:

- (1) said mass medium programming;

- (2) a use of data;
- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) a unique identifier datum;
- (10) one of a source and a supplier of data;
- (11) one of a distributor and an advertisement; and
- (12) an indication of copyright.

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296. (New Claim) The method of claim 294, wherein said instructions incorporate executable code, said method including the step of communicating said executable code to said processor and further comprising the step of:  
receiving a signal containing said data on the basis of said executable code.

297. (New Claim) The method of claim 294, wherein said instructions incorporate executable code, said method including the step of communicating said executable code to said processor and further comprising the step of:

actuating one of a video output device, an audio output device, and a print output device to output said data in said specific fashion on the basis of said executable code.

298. (New Claim) The method of claim 294, wherein said instructions incorporate executable code, said method including the step of communicating said executable code to said processor and further comprising the step of:  
decrypting at least a portion of said data on the basis of said executable code.

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299. (New Claim) The method of claim 294, wherein said instructions incorporate executable code, said method including the step of communicating said executable code to said processor and further comprising the step of:  
controlling a selective transfer device to communicate said selected specific output to said selected specific output device on the basis of said executable code.

300. (New Claim) The method of claim 294, wherein said instructions incorporate executable code, said method including the step of communicating said executable code to said processor and further comprising the step of:  
generating a receiver specific datum to present with said data on the basis of said executable code.

301. (New Claim) The method of claim 294, wherein said instructions incorporate executable code, said method including the step of communicating said executable code to said processor and further comprising the step of:

delivering a receiver specific datum, at said interactive mass medium program output apparatus, one of simultaneously and sequentially with one of said mass medium programming and said data on the basis of said executable code.

302. (New Claim) A method of controlling a receiver station including the steps of:

detecting one of the presence and the absence of one of a broadcast control signal and a cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting;

controlling said processor to output specific information in response to said step of inputting; and

processing stored data and generating a first control signal in respect of a mass medium programming presentation on the basis of information received from said processor based on said step of controlling.

303. (New Claim) The method of claim 302, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

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inputting said instruct-to-react signal directly to said processor.

304. (New Claim) The method of claim 302, wherein said processor processes a datum designating one of a television channel and television programming, said method further comprising the step of:

controlling a tuner to tune a receiver to receive the one of said television channel and said television programming designated by said processed datum.

305. (New Claim) The method of claim 302, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of:

controlling a tuner to tune a converter to receive the at least one specific channels designated by said processed datum.

306. (New Claim) The method of claim 302, wherein said processor processes a datum designating one of a television channel and television programming, said method further comprising the step of:

controlling a selective transfer device to input to a control signal detector at least a portion of the one of said television channel and said television programming designated by said processed datum.

307. (New Claim) The method of claim 302, wherein said processor processes a datum designating one of a television channel and television programming, said method further comprising the step of:

controlling a control signal detector to search for at least one control signal in the one of said television channel and said television programming designated by said processed datum.

308. (New Claim) The method of claim 302, wherein said processor processes a datum designating one of a television channel and television programming, said method further comprising the step of:

controlling a selective transfer device to input to a computer, control signals detected in the one of said television channel and said television programming designated by said processed datum.

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cont 309. (New Claim) The method of claim 302, wherein said processor processes a datum designating one of a television channel and television programming, said method further comprising the step of:

controlling a computer to respond to control signals detected in the one of said television channel and said television programming designated by said processed datum.

310. (New Claim) The method of claim 302, wherein said processor processes a datum designating one of a television channel and television programming, said method further comprising the step of:

controlling a television monitor to display one of video and audio contained in the one of said television channel and said television programming designated by said processed datum.

311. (New Claim) The method of claim 302, wherein said processor processes a datum designating one of a television channel and television programming, said method further comprising the step of:

controlling a video recorder to one of record and play one of video and audio contained in the one of said television channel and said television programming designated by said processed datum.

312. (New Claim) The method of claim 302, wherein said processor processes a datum designating one of a television channel and television programming, said method further comprising the step of:

controlling a selective transfer device to communicate to one of a video recorder and a television monitor the one of said television channel and said television programming designated by said processed datum.

313. (New Claim) The method of claim 302, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of:

controlling a selective transfer device to input to a control signal detector at least a portion of the at least one specific channel designated by said processed datum.

314. (New Claim) The method of claim 302, wherein said processor processes a datum designating at least one specific channel of one of a

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multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of:

controlling a control signal detector to search for at least one control signal in the at least one specific channel designated by said processed datum.

315. (New Claim) The method of claim 302, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of:

controlling a selective transfer device to input to a computer, control signals detected in the at least one specific channel designated by said processed datum.

316. (New Claim) The method of claim 302, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of:

controlling a computer to respond to control signals detected in the at least one specific channel designated by said processed datum.

317. (New Claim) The method of claim 302, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of:

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controlling a television monitor to display one of video and audio contained in the at least one specific channel designated by said processed datum.

318. (New Claim) The method of claim 302, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of:

controlling a video recorder to one of record and play one of video and audio contained in the at least one specific channel designated by said processed datum.

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319. (New Claim) The method of claim 302, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of:

controlling a selective transfer device to communicate to one of a storage device and an output device the at least one specific channel designated by said processed datum.

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320. (New Claim) A method for identifying and communicating television programming at a television transmission station, said method comprising the steps of:

receiving and storing schedule information that identifies a plurality of scheduled units of television programming and designates a communication schedule for each of said plurality of scheduled units of television programming;

receiving a television transmission, said transmission comprising units of television programming and identification information identifying each of said received units of television programming;

storing said units of television programming and the identification information on a first storage device;

detecting said identification information stored at a first storage location on the first storage device;

determining that said detected identification information identifies a scheduled unit of said plurality of scheduled units of television programming;

and

communicating said scheduled unit of television programming to a subscriber.

321. (New Claim) A method of communicating programming to a subscriber comprising the steps of:

receiving a unit of programming;

scheduling a time for transmitting the unit of programming and a channel or frequency for transmitting the unit of program;

encoding an identification signal in the unit of programming;

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storing the unit of programming including the encoded identification signal in a first storage location;

transferring the unit of programming including the encoded identification signal to a second storage location;

storing the transferred unit of programming including the encoded identification signal in the second storage location;

transmitting the unit of programming including the encoded identification signal from the second storage location to a subscriber at the scheduled time and on the scheduled channel or frequency according to said step of scheduling; and

verifying when and on which channel or frequency said unit of programming including the encoded identification signal was transmitted based on said encoded identification signal.

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322. (New Claim) The method of claim 321, further comprising the step of billing a customer based on said step of verifying.

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323. (New Claim) The method of claim 322, wherein said step of verifying comprises the steps of:

detecting the encoded identification signal of said unit of programming during said step of transmitting; and

generating a log identification when and on which channel or frequency said unit of programming was transmitted.

324. (New Claim) The method of claim 323, wherein said step of billing comprises the step of billing a customer based on said log.

325. (New Claim) The method of claim 321, wherein said step of receiving comprises the step of receiving the unit of program from a remote source via satellite, and said step of storing the unit of programming in a first storage location comprises a step of having a computer automatically store the received unit of programming in the first storage location.

326. (New Claim) The method of claim 321, wherein said step of receiving comprises the step of receiving a video tape or disc containing the unit of programming at a facility.

327. (New Claim) The method of claim 321, wherein said step of scheduling comprises the steps of:

receiving information identifying when the unit of programming should be transmitted and on which channel or frequency the unit of programming should be transmitted; and  
storing said information.

328. (New Claim) The method of claim 327, wherein said step of scheduling further comprises the steps of:

receiving information identifying when the unit of programming will be received and on which channel or frequency the unit of programming will be received;

scheduling the transmission time and channel or frequency for the unit of programming after the unit of programming is received based on said information.

Sub D39 329. (New Claim) The method of claim 321, wherein said step of encoding comprises using a signal generator to embed a digital identification signal in the unit programming.

DD cont 330. (New Claim) The method of claim 321, wherein said step of storing the unit of programming at a first storage location comprises the step of storing the unit of programming on a first video recorder; and

said step of transferring comprises transferring the unit of programming from the first video recorder to a second video recorder; and

said step of storing the transferred unit of programming in the second storage location comprises the step of storing the transferred unit of programming on the second video recorder.

331. (New Claim) The method of claim 330, wherein said step of transferring comprises the steps of:

outputting the stored unit of programming at the scheduled time from the second video recorder;

connecting an output of the second video recorder to the scheduled channel or frequency; and

transmitting the outputted unit of programming on the scheduled channel or frequency.

332. (New Claim) The method of claim 331, wherein said step of connecting comprises the steps of:

configuring a switch to connect the output of the second video recorder to the scheduled channel or frequency of a modulator; and

modulating the outputted unit of programming onto the scheduled channel or frequency.

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333. (New Claim) A method of communicating programming to a subscriber comprising the steps of:

receiving a unit of programming from a remote source;

scheduling a time for transmitting the unit of programming and a channel or frequency for transmitting the unit of program;

encoding an identification signal in the unit of programming;

storing the unit of programming including the identification signal on a first video recorder;

transferring the unit of programming including the identification signal to a second video recorder;

storing the transferred unit of programming including the identification signal in the second video recorder;

outputting the stored unit of programming including the identification signal from the second video recorder at the scheduled time;  
connecting an output of the second storage device to a channel modulator corresponding to the scheduled channel or frequency;  
modulating the unit of programming;  
transmitting the modulated unit of programming to a subscriber over a cable network;  
detecting the encoded identification signal in the transmitted unit of programming; and  
generating a log identifying at least the unit of programming and when and on which channel or frequency the unit of programming was transmitted.

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334. (New Claim) The method of claim 333, further comprising the step of billing a customer based on said log.

335. (New Claim) A transmission station apparatus for communicating programming, said apparatus comprising:

a receiver for receiving an information transmission, said transmission comprising a unit of programming;  
a first video recorder operationally connected to said receiver for storing the received unit of programming;  
a second video recorder operationally connected to said second video recorder;

a switch operationally connected to said second video recorder;

a computer operationally connected to said video recorders and said switch;

a signal encoder operationally connected to said computer for encoding a signal into the unit of programming;

a channel modulator operationally connected to said switch for modulating the unit of programming output by said switch;

a cable network operationally connected to said modulator for transmitting the modulated unit of programming to a subscriber;

a verification circuit operationally connected to at least one of said switch and said modulator for verifying when and on which channel or frequency the modulated unit of programming is transmitted, said verification circuit comprising a signal decoder for decoding encoded signals on the modulated unit of programming;

said computer programmed to perform the following steps of:

- (a) receiving and storing a programming schedule identifying when and on which channel or frequency the received modulated unit of programming should be transmitted to a subscriber;
- (b) controlling the recorders to output the received modulated unit of programming from the first video recorder to the second video recorder;

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(c) controlling the second video recorder to store the modulated unit of programming outputted from the first video recorder;

(d) controlling the second video recorder to output the modulated unit of programming at the scheduled time;

(e) controlling the switch to connect the output of the second video recorder to the channel modulator to modulate the outputted modulated unit of programming onto the scheduled channel or frequency and to transmit the modulated unit of programming to the subscriber over the cable network.

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336. (New Claim) The apparatus of claim 335, wherein said verification circuit comprises:

a signal decoder electrically connected to said switch for detecting an encoded signal in a unit of programming output by said switch; and  
said computer being electrically connected to said signal decoder.

337. (New Claim) The apparatus of claim 335, wherein said verification circuit comprises a signal processor electrically connected to said modulator or said cable network, said signal processor comprising a signal decoder for decoding a signal encoded in a unit of programming, said signal processor generating a log identifying the unit of programming based on the signal encoded in the unit of programming, the log identifying at least when and on which channel or frequency the unit of programming is transmitted.

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338. (New Claim) A transmission station apparatus for communicating programming, said apparatus comprising:

a receiver for receiving an information transmission, said transmission comprising a unit of programming;

a first video recorder operationally connected to said receiver for storing and outputting the received unit of programming;

a second video recorder operationally connected to said first video recorder, said second recorder storing the unit of programming output by said first video recorder;

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a switch operationally connected to said second video recorder;

a computer operationally connected to said video recorders and said switch for controlling said first video recorder to output the received and stored unit of programming to the second video recorder and controlling the second video recorder to output the unit of programming to the switch;

a signal encoder operationally connected to said computer for encoding a signal on the unit of programming;

a channel modulator operationally connected to said switch for modulating the unit of programming including the encoded signal output by said second video recorder through said switch;

a cable network operationally connected to said modulator for transmitting the modulated unit of programming to a subscriber; and

a verification circuit operationally connected to at least one of said switch and said modulator for verifying when and on which channel or frequency the modulated unit of programming is transmitted, said verification circuit comprising a signal decoder for decoding encoded signals on the modulated unit of programming.

339. (New Claim) A method of communicating programming from a receiver station to a subscriber, said method comprising the steps of:

- selecting one of a plurality of programming storage devices;
- storing a unit of programming at a storage location on the selected storage device;
- storing information indicating that the unit of programming is stored on the selected storage device and indicating the storage location of the unit of programming on the selected storage device;
- receiving a broadcast or cablecast transmission comprising an embedded signal, said embedded signal identifying the unit of programming or designating its communication to a subscriber;
- detecting the embedded signal;
- determining which of the plurality of programming storage devices is storing the unit of programming and the storage location of the unit of programming in response to the detected embedded signal, said step of determining being performed by a receiver station computer based upon (1) the

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detected signal and (2) the stored information indicating the storage device and the storage location storing the unit of programming;

outputting, under control of the receiver station computer, the unit of programming from the selected storage device in response to said step of determining;

embedding data identifying said outputted unit of programming in said outputted unit of programming;

communicating information from the receiver station to a subscriber comprising the outputted unit of programming and the embedded data;

detecting the embedded data in the information that is communicated from the receiver station;

generating a record or log indicating that the unit of programming was communicated based on said step of detecting the embedded data.

340. (New Claim) A method of communicating programming from a receiver station to a subscriber, said method comprising the steps of:

storing a unit of television or radio programming at a first storage device;  
transferring the unit of programming to a second storage device;  
storing the unit of programming on the second storage device;  
storing information indicating that the unit of programming has been transferred to the second storage device and that the unit of programming is now stored on the second storage device;

storing information indicating the storage location of the unit of programming on the second storage device;

receiving a broadcast or cablecast transmission comprising an embedded signal, said embedded signal identifying the unit of programming or designating its communication to a subscriber;

detecting the embedded signal;

determining which of the plurality of programming storage devices that is storing the unit and the storage location of the unit of programming in response to detecting the embedded signal, said step of determining being performed by a receiver station computer based upon (1) the detected signal and (2) the stored information indicating the storage device storing the unit of programming and the stored information indicating the storage location of the unit of programming;

outputting, under control of the receiver station computer, the unit of programming from the second storage device in response to said step of determining;

embedding data identifying said outputted unit of programming in said outputted unit of programming;

communicating information from the receiver station to a subscriber comprising the outputted unit of programming and the embedded data;

detecting the embedded data in the information that is communicated from the receiver station;

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generating a record or log indicating that the unit of programming was communicated based on said step of detecting the embedded data.

Sub D41  
341. (New Claim) A method of communicating subscriber station information from a subscriber station to one or more remote data collection stations, said method comprising the steps of:

receiving at a subscriber station information that designates an instruction to be processed or an output to be delivered;

receiving a viewer's or participant's reaction to an output at said subscriber station;

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processing an instruct signal which is effective to identify and control communication of one of a unit of television programming and an output to supplement a television program at said subscriber station in response to said viewer or participant's reaction at said subscriber station, said processing at said subscriber station directed by instructions from said instruct signal;

generating an indicium that said instruct signal was delivered or confirming delivery of said effect from said step of processing;

transferring said indicium from said subscriber station to one or more remote data collection stations.

342. (New Claim) A method of controlling a network comprising a remote intermediate television transmitter station and one or more receiver stations, with said remote intermediate television transmitter station including a

broadcast or cablecast transmitter for transmitting one or more first units of television programming, a plurality of selective transfer devices each operatively connected at least some of the time to said broadcast or cablecast transmitter for communicating said one or more first units of television programming, a television receiver, a control signal processor, and a controller or computer capable of controlling one or more of said plurality of selective transfer devices, and with said remote transmitter station adapted to process one or more control signals, to control the communication of said one or more first units of television programming in response to said one or more control signals, and to deliver at said broadcast or cablecast transmitter said one or more first units of television programming, said method comprising the steps of:

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receiving said one or more first units of television programming to be transmitted by said remote intermediate television transmitter station and delivering said one or more first units of television programming to one or more origination transmitters, said one or more first units of television programming having one or more first codes or data to identify and control communication of said one or more first units of television programming;

receiving said one or more control signals which at said remote intermediate television transmitter station operate to control the communication of said one or more first units of television programming based on said one or more first codes or data; and

transmitting said one or more control signals from said one or more origination transmitters before a specific time.

343. (New Claim) The method of claim 342, wherein said one or more control signals enable said remote intermediate television transmitter station to communicate said one or more first units of television programming to at least a first storage location and at least one of said one or more first codes or data and said one or more first units of television programming is transmitted at said specific time.

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344. (New Claim) The method of claim 343, wherein said one or more control signals enable said remote intermediate television transmitter station to communicate at least a first of said one or more first units of television programming from said at least a first storage location to a second storage location in said network, said method further comprising the step of embedding at least one of said one or more first codes or data in a signal containing said at least a first of said one or more first units of television programming.

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345. (New Claim) The method of claim 342, wherein said one or more control signals enable said remote intermediate television transmitter station to store and communicate said one or more first units of television programming at different times, said method further comprising the step of including in said one or more control signals at least one datum designating at least one designated time of said different times.

346. (New Claim) The method of claim 345, wherein said one or more control signals enable said remote intermediate television transmitter station to transmit at least a first of said one or more first units of television programming at said at least one designated time, said method further comprising the step of including data in said one or more control signals which operate at said remote intermediate transmitter station to perform at least one comparison prior to said at least one designated time.

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347. (New Claim) The method of claim 342, wherein said one or more control signals enable said controller or computer to control said one or more of said plurality of selective transfer devices based on at least one comparison with said one or more first codes or data, said method further comprising the step of including in said one or more control signals a second of said one or more first codes or data for comparison.

348. (New Claim) The method of claim 347, wherein said remote intermediate television transmitter station is programmed to communicate to said controller or computer digital data received in one or more varying locations or timing patterns in an information transmission containing said one or more first units of television programming, said method further comprising the step of transmitting at least one of said one or more first codes or data and said one or more control signals in said one or more varying locations or timing patterns.

Sub D43  
349. (New Claim) The method of claim 348, further comprising the step of transmitting in said information transmission a digital television signal.

350. (New Claim) The method of claim 348, further comprising the step of transmitting in said one or more varying locations or timing patterns one or more instruct signals which operate to control said one or more receiver stations.

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351. (New Claim) The method of claim 342, wherein said remote intermediate television transmitter station is programmed to identify signals according to one or more varying patterns of composition, select at least identification signals, and communicate said selected at least identification signals to said controller or computer, said method further comprising the step of transmitting at least one of said one or more first codes or data in an identification signal pattern of composition.

Sub D44  
352. (New Claim) The method of claim 351, further comprising the step of transmitting in said information transmission a digital television signal.

353. (New Claim) The method of claim 351, wherein said one or more control signals program or reprogram said remote intermediate television transmitter station to identify said at least identification signals according to said identification signal pattern of composition, said method further comprising the step of including in said one or more control signals one or more second codes or data for comparison.

354. (New Claim) The method of claim 351, further comprising the step of transmitting in said one or more varying patterns of composition one or more instruct signals which operate to control said one or more receiver stations.

355. (New Claim) The method of claim 342, wherein said plurality of selective transfer devices include a switch and a storage device and said one or more control signals include a first control signal which causes said switch to communicate said one or more first units of television programming to said storage device and a second control signal which causes said storage device to store said one or more first units of television programming.

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356. (New Claim) The method of claim 355, further comprising the step of transmitting a third control signal which causes said storage device to output said one or more first units of television programming and a fourth control signal which causes said switch to communicate said one or more first units of television programming to said broadcast or cablecast transmitter.

357. (New Claim) The method of claim 356, wherein said first, second, third, and fourth control signals comprise a schedule.

358. (New Claim) The method of claim 342, wherein said one or more of said plurality of selective transfer devices comprises a storage device and said one or more control signals include a first control signal which causes said storage device to store said one or more first units of television programming and a second control signal which causes said storage device to communicate

said one or more first units of television programming to said broadcast or cablecast transmitter.

359. (New Claim) The method of claim 342, wherein said one or more of said plurality of selective transfer devices include one or more switches and said one or more control signals cause said one or more switches to communicate said one or more first units of television programming from one of a plurality of sources to said broadcast or cablecast transmitter.

360. (New Claim) The method of claim 359, wherein said plurality of sources include a plurality of storage locations.

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361. (New Claim) The method of claim 359, wherein said plurality of sources include a plurality of receivers, each said receiver capable of receiving said one or more first units of television programming from said one or more origination transmitters.

362. (New Claim) The method of claim 359, wherein said plurality of sources include at least one storage device and at least one receiver capable of receiving said one or more first units of television programming from said one or more origination transmitters.

363. (New Claim) The method of claim 342, wherein said one or more first units of television programming include a first unit of television

programming and a second unit of television programming, said method further comprising the step of transmitting one or more second codes or data.

364. (New Claim) The method of claim 363, wherein said remote intermediate television transmitter station determines when or how to communicate at least one of said first and second units of television programming based on said one or more second codes or data.

365. (New Claim) The method of claim 364, wherein said remote intermediate television transmitter station compares said one or more first codes or data to said one or more second codes or data, said method further comprising the step of including said one or more second codes or data in said one or more control signals.

366. (New Claim) The method of claim 364, wherein said one or more second codes or data designate said second unit of television programming and said remote intermediate television transmitter station determines when or how to communicate said second unit of television programming based on a comparison, said method further comprising the step of transmitting a plurality of second codes or data, at least a first of said plurality of second codes or data being in a signal containing said second unit of television programming, at least a second of said plurality of second codes or data being in said one or more control signals.

367. (New Claim) The method of claim 366, further comprising the step of transmitting a plurality of said one or more first codes or data.

368. (New Claim) The method of claim 364, wherein said one or more first codes or data designate said first unit of television programming and said remote intermediate television transmitter station determines when or how to communicate said first unit of television programming based on a comparison, said method further comprising the step of transmitting a plurality of first codes or data, at least a first of said plurality of first codes or data being in a signal containing said first unit of television programming, at least a second of said plurality of first codes or data being in said one or more control signals.

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369. (New Claim) The method of claim 342, wherein said remote intermediate television transmitter station is adapted to store and communicate a plurality of units of television programming based on a plurality of comparisons, said plurality of units of television programming including said one or more first units of television programming, said method further comprising the step of including in said one or more control signals a plurality of second codes or data, each second code or datum designating one of said plurality of units of television programming.

370. (New Claim) The method of claim 369, wherein said remote intermediate television transmitter station is adapted to identify said plurality of units of television programming, said method further comprising the steps of:

including in said one or more first codes or data a first identification of at least a first of said one or more first units of television programming; and

including in said plurality of second codes or data, said first identification and at least one other identification, said other identification to identify at least a second of said plurality of units of television programming.

371. (New Claim) The method of claim 370, wherein said remote intermediate television transmitter station is adapted to locate a beginning or end of a unit of television programming stored at a memory, said method further comprising embedding a second identification in a signal containing said one or more first units of television programming having one or more first codes or data, said second identification to designate said beginning or end.

372. (New Claim) The method of claim 342, wherein said remote intermediate television transmitter station is adapted to store and communicate a first plurality of units of television programming and to identify a second plurality of units of television programming, said method further comprising the steps of:

including in said one or more first codes or data a first identification; and  
including in said one or more control signals at least one other identification, said other identification to identify at least one of said first plurality of units of television programming.

373. (New Claim) The method of claim 372, wherein said remote intermediate television transmitter station is adapted to maintain one or more logs.

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374. (New Claim) The method of claim 342, wherein said remote intermediate television transmitter station is adapted to store and communicate a first plurality of units of television programming and to identify a second plurality of units of television programming, said method further comprising the step of including in said one or more control signals a first identification and a second identification, said first identification to identify at least a first of said one or more first units of television programming, said second identification to identify at least one of said first plurality of units of television programming.

375. (New Claim) The method of claim 374, wherein said one or more control signals comprise a complete television programming transmission schedule in respect of said second plurality of units of television programming.

376. (New Claim) The method of claim 374, wherein said remote intermediate television transmission station immediately retransmits said at least a first of said one or more first units of television programming, said method further including the step of transmitting from said one or more origination transmitters at least a second of said one or more first units of television programming, said at least a second of said one or more first units of television programming to be stored for delayed retransmission.

377. (New Claim) The method of claim 374, wherein said one or more control signals comprise a complete television programming transmission schedule in respect of said first plurality of units of television programming.

378. (New Claim) The method of claim 374, wherein said remote intermediate television transmitter station is maintains a complete programming transmission log in respect of said second plurality of units of television programming.

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379. (New Claim) A method of controlling a remote intermediate television transmitter station, said remote intermediate television transmitter station including a broadcast or cablecast transmitter for transmitting a plurality of units of television programming, one or more television receivers each operatively connected at least some of the time to said broadcast or cablecast transmitter for receiving one or more first units of television programming from one or more remote origination transmitter stations, one or more selective transfer devices each operatively connected at least some of the time to said broadcast or cablecast transmitter for communicating at least one of said plurality of units of television programming, a control signal processor, and a controller or computer capable of controlling said one or more selective transfer devices, said one or more selective transfer devices including a memory storing a signal containing one or more second units of television programming and one or more first codes or data to identify and control communication of said one or

more second units of television programming, and with said remote intermediate television transmitter station adapted to process one or more control signals, to control the communication of one or more of said first and second units of television programming in response to said one or more control signals, and to deliver at said broadcast or cablecast transmitter said plurality of units of television programming, said method comprising the steps of:

(1) receiving one or more control signals which at said remote intermediate television transmitter station operates to control the communication of said plurality of units of television programming based on said one or more first codes or data; and

(2) transmitting said one or more control signals from said one or more origination transmitters before a specific time.

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380. (New Claim) A method for receiving, storing and displaying a plurality of messages at a television receiver station, said receiver station having a receiver section, a processor, a storage device and a user input device, said method comprising the steps of:

receiving a signal at said receiver station receiver section;  
processing said signal to extract a message from said plurality of messages based on said step of receiving;  
storing said extracted message in a storage device; and  
displaying said extracted message on a television display in response to a user input at said user input device.

381. (New Claim) The method of claim 380, further comprising the steps of:

storing said plurality of messages;  
selecting said extracted message from said plurality of messages to display based on said user input.

382. (New Claim) A method for receiving, assembling, and storing a message at a subscriber station, said subscriber station having a receiver section, a processor, a storage device and a controller, said method comprising the steps of:

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cont receiving a plurality of discrete signals at said subscriber station and inputting at least a portion of said plurality of discrete signals to said receiver station;

processing said plurality of discrete signals to extract at least one message based on the step of receiving;

storing said plurality of discrete signals in a storage device;  
assembling said plurality of discrete signals into a signal comprising said at least one message; and

controlling said storage device to one of store said at least one message and communicate said at least one message.

383. (New Claim) A method of controlling a receiver station which includes a mass medium program receiver, a digital detector, at least one of a

processor and a controller capable of processing data, said receiver station adapted to detect at least one message and is programmed to assemble a plurality of discrete signals, said method of controlling comprising the steps of:

(1) receiving mass medium programming and an instruct signal which is effective at the receiver station to at least one of extract and assemble said at least one message and delivering said mass medium programming and said instruct signal to a transmitter;

(2) receiving said at least one message and communicating said at least one message to a signal embedder;

(3) controlling said signal embedder to embed said at least one message in an information transmission in a pattern of said plurality of discrete signals, said pattern of said plurality of discrete signals having at least one of varying composition, varying timing, and varying location;

(4) communicating said information transmission to said transmitter;  
and

(5) transmitting said mass medium programming and said information transmission.

384. (New Claim) The method of claim 383, wherein said at least one message includes an instruction.

385. (New Claim) The method of claim 383, wherein said at least one message includes information, ~~said information~~ including at least one of audio, video, and data.

386. (New Claim) A method of controlling receipt and processing at a receiver station of at least one identification signal; said receiver station including a receiver and a processor, said method comprising the steps of:

receiving said at least one identification signal that identifies specific signal content for at least one of a plurality of concurrent transmissions, wherein said plurality of concurrent transmissions comprises one of (i) a plurality of concurrent broadcast signal transmissions, (ii) a plurality of concurrent cablecast signal transmissions, and (iii) a plurality of concurrent broadcast and cablecast signal transmissions;

providing a comparison signal to said processor;

comparing said comparison signal to said at least one identification signal and generating a control signal identifying a desired signal transmission of said plurality of concurrent transmissions;

tuning the receiver, based on the generated control signal, to receive said desired signal transmission of said plurality of concurrent transmissions; and

performing one of:

responding to said control signal detected in said desired signal transmission, said control signal is operative to identify and communicate an electronic message;

selecting and storing at least one data received in said desired signal transmission, said at least one data comprising at least a portion of said electronic message; and

controlling one of a receiver and a selective transmission device to communicate to one of a output device and a storage device said electronic message received in said desired signal transmission.

387. (New Claim) A method of controlling a remote intermediate mass medium programming transmitter station to communicate mass medium program material to at least one receiver station, with said remote intermediate mass medium programming transmitter station including one of a broadcast transmitter and a cablecast transmitter for transmitting mass medium programming, a plurality of selective transfer devices each operatively connected to said one of a broadcast transmitter and a cablecast transmitter, a mass medium programming receiver, a control signal detector, and one of a controller and computer capable of controlling at least one of said plurality of selective transfer devices, said remote intermediate mass medium programming transmitter station adapted to detect at least one control signal, to control communication of said mass medium programming in response to said at least one control signal, and to deliver to said one of a broadcast transmitter and a cablecast transmitter said mass medium programming, said method comprising the steps of:

(1) receiving said mass medium programming to be transmitted by the remote intermediate mass medium programming transmitter station and

delivering said mass medium programming to a transmitter, said mass medium programming is operative to identify and communicate an electronic message;

(2) receiving said at least one control signal at the remote intermediate mass medium programming transmitter station to control communication of said mass medium programming; and

(3) transmitting said at least one control signal to said transmitter before a specific time.

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388. (New Claim) The method of claim 387, wherein said at least one control signal includes one of a code and a datum which operates at the remote intermediate mass medium programming transmitter station to identify said specific programming of said mass medium programming, said method further comprising the step of:

transmitting a schedule which operates at the remote intermediate mass medium programming transmitter station to communicate said specific programming of said mass medium programming to a transmitter at said specific time.

389. (New Claim) A method of processing signals at a receiver station to deliver a selected output to supplement mass medium programming, said receiver station having a processor, a storage device, and at least one output device, with at least one of said at least one output device adapted to output said mass medium programming, said method comprising the steps of:

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- (1) storing user data of interest;
  - (2) receiving said mass medium programming at said receiver station from a mass medium programming source and outputting the mass medium programming to said at least one output device, said at least one output device adapted to output said mass medium programming;
  - (3) receiving one of a broadcast information transmission and a cablecast information transmission at said receiver station, said information transmission including at least one instruct signal to direct said selected output to supplement said mass medium programming;
  - (4) detecting at least one instruct signal in said one of a broadcast information transmission and a cablecast information transmission and passing said detected at least one instruct signal to a processor; and
  - (5) controlling said processor based on said detected at least one instruct signal, said step of controlling comprising the steps of:
    - (a) identifying and communicating an electronic message to supplement said mass medium programming based on said stored user data of interest;
    - (b) directing said electronic message to supplement said mass medium programming to said at least one output device.

390. (New Claim) The method of claim 389, wherein said selected output is one of video, audio, text, and electronic data, said method further comprising one selected from the group consisting of:

- (1) actuating one of a video output device, an audio output device, and a print output device, as appropriate, to output said selected output;
- (2) decrypting at least a portion of said selected output; and
- (3) controlling a selective transmission device to communicate said selected output to said output device.

391. (New Claim) A method of controlling a plurality of receiver stations each of which includes a mass medium program receiver, a signal detector, at least one of a computer and processor, each said plurality of receiver stations adapted to detect at least one control signal and to input a viewer reaction to a specific offer communicated in a mass medium program, said method of controlling comprising the steps of:

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- (1) receiving one of a code and a datum at a transmitter station, said one of a code and a datum designates one of a product and a service offered in one of said mass medium program and said viewer reaction to said specific offer communicated in said mass medium program;
  - (2) receiving at least one control signal at said transmitter station, said at least one control signal operate to cause at least one receiver station of said plurality of receiver stations to identify and communicate an electronic message;
  - (3) transferring said one of a code, datum, and said at least one control signal to a transmitter at said transmitter station at a specific time; and
  - (4) transmitting said one of a code, datum, and said at least one control signal from said transmitter station.

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392. (New Claim) A method of processing signals to control a mass medium programming presentation comprising the steps of:

- receiving a programming signal containing mass medium programming;
- communicating said programming signal containing said mass medium programming to a storage device and storing said programming signal containing said mass medium programming in said storage device;
- receiving downloadable executable code which is effective at a user station to control one of a processor and computer to identify and communicate an electronic message;
- communicating said downloadable executable code to said storage device;
- and
- storing said downloadable executable code in said storage device which stores said programming signal containing said mass medium programming.

393. (New Claim) A method of claim 392, wherein said mass medium programming comprises one of video, audio, and text, and method further comprising one of the steps of:

- embedding said downloadable executable code in one of a television signal and a radio signal;
- embedding a code in a signal including said mass medium programming that enables said one of a processor and computer to one of receive information and output information to supplement said mass medium programming in accordance with said downloadable executable code;

communicating a program unit identification code to said storage device and storing said program unit identification code in said storage which stores said mass medium programming;

communicating to said storage device and storing in said storage device information to be processed at a user station to evidence one of an availability, use, and usage of one of video, audio, and text associated with said mass medium programming;

storing in said storage device an instruct signal which is effective at said user station to select said mass medium programming.

394. (New Claim) The method of claim 392, said method further comprising the steps of selecting one of:

a datum that identifies a unit of computer software in said programming signal;

a datum that specifies some of a way to instruct receiver end equipment what specific programming to select to play or record other than that immediately at hand, how to load it on player or recorder equipment, when and how to play it or record it other than immediately, how to modify it, what equipment or channel or channels to transmit it on, when to transmit it, and how and where to file it or refile it or dispose of it;

a datum that designates an addressed apparatus;

a datum that specifies one of where, when, and how to locate a signal;

a datum that informs a processor of a fashion for identifying and processing a signal;

a datum that is part of a decryption code;

a comparison datum that designates a communication schedule; and

embedding a selected one of said programming signal.

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*395 397.* (New Claim) The method of claim 392, further comprising the steps of:

selected a second instruction, said second instruction being one of:

a switch control instruction;

a timing control instruction;

a locating control signal;

an instruct-to-contact signal that designates a remote receiver station;

an instruct-to-transfer signal that designates one of a unit of broadcast programming and a unit of cablecast programming;

an instruct-to-delay signal that designates said one of a unit of broadcast programming and a unit of cablecast programming;

one of an instruct-to-decrypt and an instruct-to-interrupt signal that designates a unit of programming and a way to one of decrypt and interrupt;

one of an instruct-to-enable and an instruct-to-disable signal that designates an apparatus;

an instruct-to-record signal that designates one of a broadcast program and a cablecast program;

an instruction signal that controls a multimedia presentation;

an instruction signal that governs one of a broadcast receiver station environment and a cablecast receiver station environment;

an instruct-to-power-on signal that designates a receiver;

an instruct-to-tune signal that designates one of a receiver and a frequency;

an instruct-to-coordinate signal that designates two apparatus;

an instruct-to-compare signal that designates one of a news transmission and a computer input;

an identifier signal that causes a computer to instruct a plurality of tuners each to tune to a broadcast or cablecast transmission;

an instruct-to-coordinate signal that designates two units of multimedia information and one of: (1) an output time and (2) an output place;

an instruct-to-generate signal that designates output datum;

an instruct-to-transmit signal that designates a computer output;

an instruct-to-overlay signal that designates a television image;

an instruct-that-if signal that designates a function to perform if a predetermined condition exists;

an instruct-to-enable-and-deliver signal that designates information that supplements a television program;

an instruct-to-transmit signal that designates a computer peripheral storage device;

a code signal that designates a datum to one of remove and embed; and

a signal addressed to a receiver station apparatus; and embedding said selected second instruction in said programming signal.

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396. (New Claim) A method of communicating program material to at least one receiver station each includes one of a broadcast program receiver and a cablecast program receiver, an output device, a control signal detector, a processor operably connected to said output device, said at least one receiver station adapted to detect and respond to at least one instruct signal, said method of communicating comprising the steps of:

(1) receiving a program to be transmitted at a transmitter station and delivering said program to a transmitter;

(2) receiving and storing said at least one instruct signal at said transmitter station, said at least one instruct signal at the receiver station operate to identify and communicate an electronic message;

(3) transferring said at least one instruct signal to a transmitter; and

(4) transmitting from said transmitter station an information transmission comprising said program and said at least one instruct signal.

397. (New Claim) The method of claim 396, wherein a controller controls a switch to communicate to a transmitter one of a selected mass medium program and an instruct signal, further comprising one of the steps of:

detecting a signal which is effective at the transmitter station to instruct transmission;

inputting to said controller a signal which is effective to control said switch;

controlling said switch to communicate one of said program and said at least one instruct signal according to a transmission schedule;

controlling said switch to communicate said program from a specific one of a plurality of program input receivers; and

controlling said switch to communicate one of said program and said at least one instruct signal to a selected one of a plurality of transmitters.

398. (New Claim) A method for receiving, assembling, and storing at a subscriber station, said subscriber station having a receiver section, a processor, a storage device and a controller, said method comprising the steps of:

receiving a plurality of discrete signals at said subscriber station and inputting at least a portion of said plurality of discrete signals to said receiver section;

processing said plurality of discrete signals to extract at least one message based on the step of receiving;

storing said plurality of discrete signals in a storage device;

assembling said plurality of discrete signals into a signal comprising said at least one message; and

controlling said subscriber station in accordance with said signal of said discrete signals based on the step of assembling.

399. (New Claim) A method of controlling a receiver station which includes a mass medium program receiver, a digital detector, at least one of a processor and a controller capable of processing data, said receiver station adapted to detect at least one at least one control signal and is programmed to assemble a plurality of discrete signals, said method of controlling comprising the steps of:

(1) receiving mass medium programming and an instruct signal which is effective at the receiver station to at least one of extract and assemble said at least one control signal and delivering said mass medium programming and said instruct signal to a transmitter;

(2) receiving said at least one control signal and communicating said at least one control signal to a signal embedder;

(3) controlling said signal embedder to embed said at least one control signal message in an information transmission in a pattern of said plurality of discrete signals, said pattern of said plurality of discrete signals having at least one of varying composition, varying timing, and varying location;

(4) communicating said information transmission to said transmitter;  
and